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WEEKLY BULLETIN



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Volume 13

DETROIT, MICHIGAN, JULY 4, 1939

No. 27

The School of Design, Harvard University

President, James Bryant Conant of Harvard University in his annual report has the following to say about the School of Design:

On the resignation of Professor Haffner in 1936 from the Department of Architecture, the Faculty of Design faced a serious problem in finding his successor. Dean Hudnut and his colleagues are to be congratulated on the choice made. Walter Gropius, well known in the architectural world for his pioneer work in founding the Bauhaus in Germany, was persuaded to join the staff. Under his guidance and with the assistance of able collaborators, the School of Design has become the leading center in this country, if not in the world, for the development of what is commonly referred to as modern architecture.

A new curriculum leading to the degree of Master of Architecture and intended primarily for graduates of architectural schools has been established. The work in architecture has been given a more realistic character by the development of courses in technique and by the integration of the courses in building construction with those in design.

During the current year, the Faculty of Arts and Sciences voted to establish a Department of Architectural Sciences to be staffed by members of the Faculty of Design. The enrollment in the field of concentration to be administered by this department will be limited to about fifteen carefully selected men in each class who intend later to enter the School of Design. The course of study, while arranged to meet the needs of those who may wish to take up the professional study of architecture, landscape architecture, or regional planning, is of so broad a scope as to fall quite properly within the offerings of a liberal arts college. The program includes courses in the social

sciences, history, the history of art and architecture, and the physical sciences. Two new courses will be offered in which opportunity will be provided for the student to become familiar in special studios with the habits of vision and thought which are fundamental in design. It is proposed to include in this new course a series of systematic exercises in drawing, painting, and modelling. The new field of concentration—Architectural Sciences—will be of great assistance to those who wish to approach the professional study of architecture and related subjects through four years of study in a liberal arts college. It is parallel, to some extent, in its objectives and methods to the field of concentration known as Engineering Sciences, which has long offered a very satisfactory preliminary education to Harvard undergraduates desiring eventually to become professional engineers through graduate study.

The existence of these two fields of concentration, as well as that designated Biochemical Sciences (which attracts many pre-medical students), has suggested to some members of the faculty there may be other combinations which might profitably serve as fields of major interest for undergraduates. For ex-

See HARVARD—Page 3

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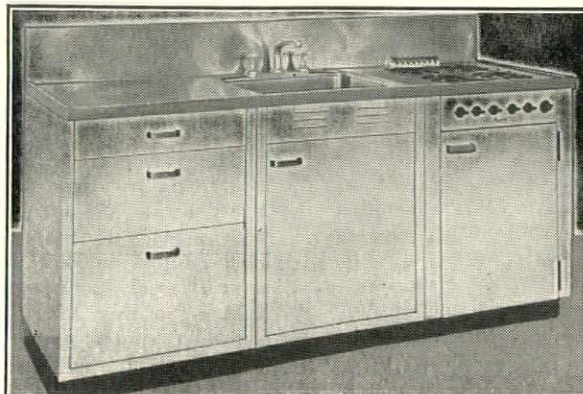
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POST OFFICE COMPETITION

The second project of a series of regional competitions for designs for Federal Buildings was announced today by Admiral C. J. Peoples, Director of the Procurement Division of the Treasury Department.

Under the program announced last March by Secretary Morgenthau, architects of the five states of Region No. 7 are being invited to enter a competition for the design for the new Post Office, Court House and Custom House building for the City of Evansville, Indiana, with an estimated cost of \$600,000.

This competition is open to all registered architects who are citizens of the United States of America and whose home offices are located within the confines of Region No. 7 of the regional divisions set up by the Procurement Division. Region No. 7 includes the following states: Ohio, Wisconsin, Indiana, Illinois and Michigan. Further details can be secured from the Procurement Division.

"ARCHITECTS WHO ARE NOT REGISTERED"

June 27, 1939

Messrs: Charles Butler, Chairman Committee on Federal Public Works A. I. A., Eric Gugler, Chairman Committee on Competitions, A. I. A., Julian C. Oberwrath, Chairman Committee on Registration Laws A.I.A.

Gentlemen:

I quote from a recent press release of the Treasury Department concerning the proposed Evansville Post Office, Court House and Custom House Building Competition.

"Architects who are not registered but whose home office is within the region above mentioned, are eligible to enter this competition upon the submission of qualifications satisfactory to the (Treasury) Department."

This statement has led to some confusion in this region inasmuch as all five states included in Region No. 7 have architectural registration. As registration has been encouraged and supported by the various Institute chapters and State architectural societies in these states and in several instances has been accomplished only after years of effort, it is quite natural that those who have been interested in establishing a higher standard for the profession through registration should be very much concerned with any action that apparently encourages a departure from the established law.

It may be pointed out that an "architect" not registered but with his home office in this region introduces a gentleman whom the profession hereabouts has been at some pains to suppress. The title "architect" is now clearly defined and protected in the law of Michigan, and if one is not registered he is not legally an architect. The same may be true of Indiana and the other states concerned, but unfortunately I am not familiar with the details of their laws. But at any rate a principle is suggested which is contrary to the law of at least Michigan and Michigan architects among others are invited to subscribe to it.

If the intention is to invite draftsmen and designers who are not architects, I believe this should be clearly stated. Perhaps the wording of the program is more definite on this point.

I trust you will appreciate the spirit which leads me to draw your attention to the implications of this news release.

Yours very truly,

CLAIR W. DITCHY.

CRANBROOK ARCHITECTS WIN SMITHSONIAN PRIZE



Saarinens, Sr.



Saarinens, Jr.



Swanson

Eliel Saarinen, president of the Cranbrook Academy of Art, his son Eero and his son-in-law, Robert Swanson, all of Bloomfield Hills, were awarded the \$7,500 first prize in the competition for a design for a proposed Smithsonian Institution Gallery of Art in Washington, where the award was announced.

Frederic A. Delano, chairman of the National Capitol Park and Planning Commission, headed the award jury.

Designed in Modern Style

The Saarinens and Swanson submitted a design for a building in modern style, asymmetrical, and "distinguished by its dignity and simplicity."

MID-WEST ARCHITECTURAL CONFERENCE

The Architectural Conference of A. I. A. Chapters and State Societies in the Great Lakes and Illinois-Wisconsin Districts at the University of Notre Dame on June 23 and 24 was a huge success.

Of such significance were the talks and action taken a special edition of the Weekly Bulletin will be devoted to a complete report of this Conference.

For the present, suffice it to say that it was one of the most interesting and constructive series of meetings we have ever attended.

HARVARD—(Continued from Page 1)

ample, there are each year a number of students in Harvard College with a marked inclination towards a study of the physical sciences. Many of these do not concentrate in either physics or chemistry. Rightly or wrongly, the feeling has grown up that many departments have planned their requirements for concentration, and particularly for honors, with an eye to the student who will make the subject in question his life work. As Dean Hanford points out in his annual report, the development of our system encouraging the student to anticipate a year of graduate study while still an undergraduate. For certain types of students, this is excellent; for others, it is less suitable. Further experimentation with wider fields of study may be highly desirable. In each of these new fields attention might be focused on the interrelation of the allied subjects and on their connection with a professional discipline. The integrating work of the tutors in Biochemical Sciences has been successful largely because the majority are either medical men or men familiar with medical problems. A somewhat similar comprehensive view of the physical sciences might be developed for those students who are interested in science but look forward to a career in the business world. With certain exceptions, our fields of concentration are now primarily those in which a student in the Graduate School of Arts and Sciences may study in order to obtain a Ph. D.



Rejuvenation of a Sixty-Year-Old House

(From the American Home)

THE HOME OF MR. EDWIN D. BOLTON

Thomas W. Moss, Architect

Before it was altered this was a nondescript old eight-room house. It was built about sixty years ago and is probably lost the best of its original lines when the front porch, the gable at the front, the rear wing, and the slender chimney stack which served the heating plant were added. The house had a beautiful setting, however, it was located about fifty feet from the sidewalk in one of the best residential districts in the town of Plymouth, Michigan, on a lot approximately one and a half acres with twenty-eight trees in various stages of growth—elms, horsechestnuts, hickory and black walnuts, apples, plums, cherries, and others. The



Moss

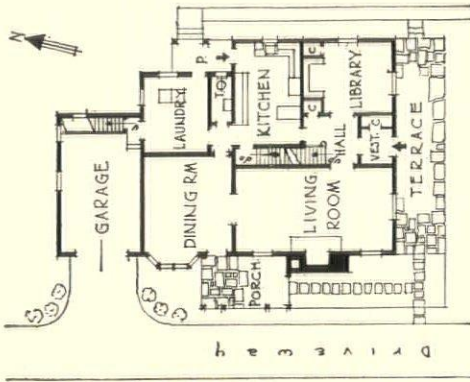
setting was obscured, however, by the old-fashioned, unattractive house which seemed utterly hopeless at first sight. But closer inspection revealed that the floor and wall construction were sound throughout and in good repair and that the floor joists and studing were of oak. When it was discovered that the whole property, on this excellent corner lot within an eight-minute walk from the heart of town and forty-five minutes from the center of Detroit, was available at \$3,500, the decision to buy was made.

So we studied the remodeling possibilities of the house and the present design was created. The major changes to the exterior were the removal of the front porch, the center gable, and the three old chimneys. The first floor level was about thirty inches above the grade line, and "to bring the house down to the ground" the second story was projected six inches beyond the main wall face to give a strong horizontal line across the front. To give more light to the bedrooms on the second floor, we added three dormers. And this provided cross ventilation. One change made, which usually helps a house of this character, was the removal of the center walk to the main entrance. It was replaced with sod, creating a wide expanse of lawn from driveway to the service walk on the east side, which is used for the approach to the main entrance. The most pleasant and unobstructed view is southwest, and with this in mind we added a porch off the dining room, and a bay.

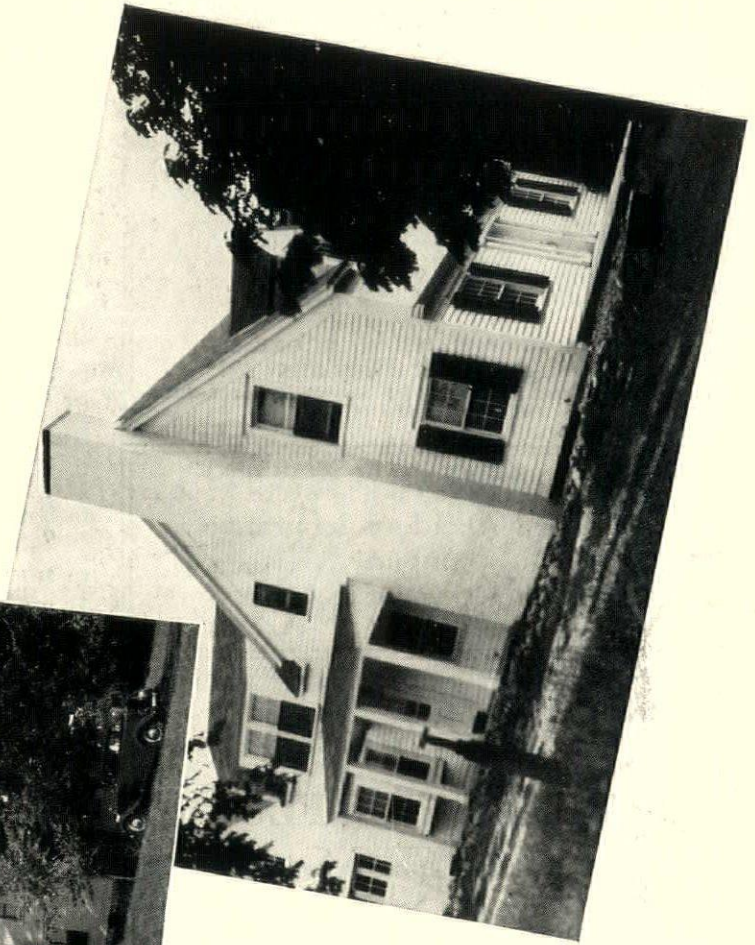
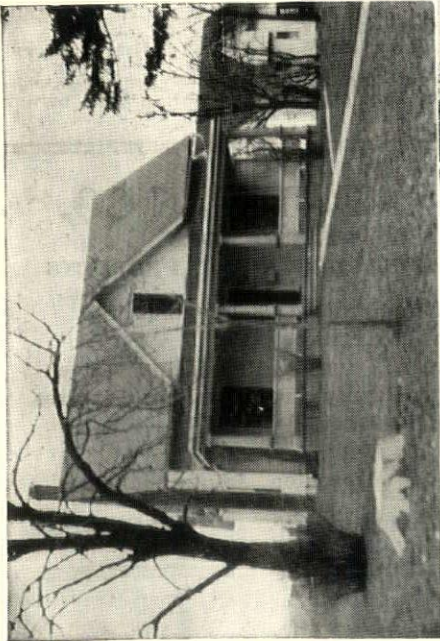
The changes made on the interior comprised moving some of the partitions, moving the stair back about four feet, and building a new bathroom, toilet, and the necessary closets.

The total cost of remodeling was \$4,800, including architect's fee.

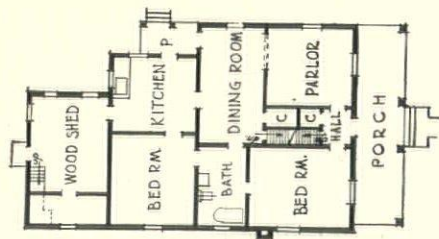
Before and after pictures are shown on the facing page.



THOMAS W. MOSS
Architect



Front and side views of the house
before and after improvement and
the old and new layout of the first
floor plan



FAMOUS FATHER



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Bert Fauquier of the Bulletin staff is very proud these days because Mrs. Fauquier presented him with a fine boy, their fifth child, on Saturday, June 24.

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ARCHITECTS' REPORTS

AGREE, CHAS. N., 1140 Book Tower.

Modernization—store bldg.—Winkleman Bros., Port Huron. Bids due June 29.

Also plans for 2-story Doctors' Clinic, Fort St. Vis-gar Ave.

Taking fig. on equipment—Harper Theatre.

Fig. on lighting fix. screens, shades—Apt. Bldg., 2901 Chicago Blvd. Closed.

Prep. plans, housing development, 404 Apts. Mac-kenzie Manor Housing Corp., owners

2-story and basement mercantile bldg., Ann Arbor, Mich. Bids closed.

3-story and basement Apt. Bldg., Jeff Ave., Belvidere Land Co., 24 units, Iroquois & Jefferson Aves. Bids closed.

Prep. plans for store bldg., Houston Ave. & Hayes. Apt. Bldg., East Jeff. & St. Jean: Contract let to Pierce Fader.

Prep. plans for 2-story & basement Add. Federal Stores, Gratiot at 7 Mile Rd.

Prep. plans for Commercial Bldg. & 2000 seat Theatre—McNichols & Myers Rd.

BENNETT & STRAIGHT, 13526 Michigan Ave.

Fig. on Theatre, Rosedale Gardens, closed

Owner taking fig. on Cameo Theatre—E. 7 Mile Road. Owner—North End Theatre & Realty Co.

DAVERMAN, J. & G. CO., Grand Rapids—

Prep. plans, parish house, Legrave Ave., Christian Reformed Church, G. R., \$50,000.

DERRICK & GAMBER, Union Trust Bldg.

Fig. on equip. for G. P. Jr. High School. Closed.

DES ROSIERS, ARTHUR, 1414 Maccabees Bldg.

Resurrection Aud. & High School, Lansing, Mich. Gen'l. let to A. R. Foster Co.

Plans for Church, Ubley, Mich.

DIEHL, GEORGE, 120 Madison Avenue

Church, Argyle, Mich., closed. Catholic Central High School. Fig. June 27.

School, St. Scholastica Parish. Gen'l. Con. let to W. E. Wood Co.

HERMAN, ALOYS FRANK, 710 Owen Bldg.

Bids closed—Immaculate Conception Ukrainian Church.

KEYES, HUGH T., 747 Free Press Bldg.

Res. for B. E. Hutchinson—Bids due June 23.

MALCOMSON, CALDER & HAMMOND, Detroit.

Alt. & Equip., Lincoln High School, Ferndale. Gen'l. Con. let to Elserman & Sons.

STAHL, JNO & CO., 820 Francis Palms Bldg.

Prep. sketches for add. to factory bldg.—2 stories.

TILDS, PAUL, 602 Hoffman Bldg.

Prep. plans for Res. 25x43.

Taking fig. on store bldg., Junction Ave.

WIEDMAIER & GAY, Cherry 7567

Taking fig. on market bldg., 7 Mile & Gratiot. Also 4 stores, Pontiac, Mich. Res. Fairfield & Thatcher—

Taking figures about June 22.

WRIGHT & ROGVOY, 418 Fox Bldg.

Coffee Shop, Port Wayne Hotel. Con. let to Elserman & Sons.

Taking figures: Front & Lobby—Grand Theatre—Highland Park; Res. Muirland Ave. J. Albert, owner.

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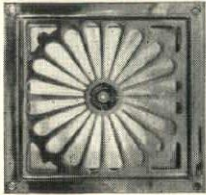
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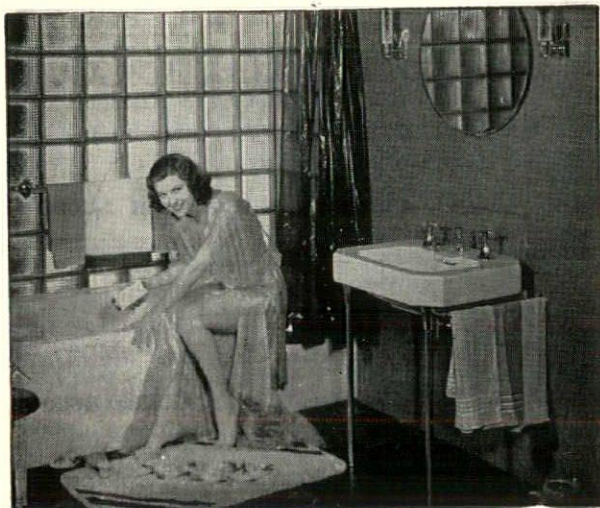
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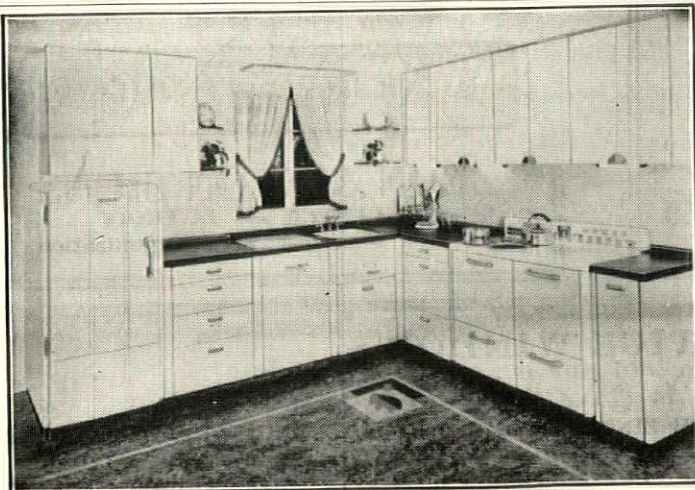
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DETROIT, MICHIGAN, JULY 11, 1939

No. 28

The New York World's Fair

by Lewis W. Simpson

I have just returned from a very interesting four weeks tour, headquarters were just outside Baltimore. I motored to Williamsburg via Washington and Mt. Vernon and spent five days in New York. The following notes may be interesting:

Maryland is a most beautiful state, with winding roads, hills and woods, picturesque rivers running and bubbling over huge rocks. A show of fireflies comes on every night and makes a fairyland.



Simpson

There are many trees on the beautiful suburban property.

The Walters Art Gallery, considered the best one-man private collection in the country, tempted me to make two visits. Quite an architect's paradise. Exhibits are displayed according to date and show how the arts developed and spread to various countries. Each gallery has a large lounge seat with book rack attached, containing standard books on the exhibits. Also typed notes which may be taken away. One leaves without the usual tired museum feeling. The public library has large windows like a store and exhibits its books in a most enticing way. Ellicott City is near by, a very picturesque place, built on a rocky hill, with a stony, shallow river, a church and old court house perched on the top of the hill with numerous and almost unscaleable stone steps. A small stream winds through the town under and around the houses but is spoiled by tin cans and drainage.

There are some very good old stone houses built on the hill sides with great stone walls forming a terrace. An artist could spend a week there. Not

being an artist I tried to be one and was plagued with on lookers while trying to make what I never can, a water-color. Three dirty youngsters leaned over me and brushed off the insects which fancied colored water. "How much did I get for my pictures, \$10, \$1,000? Our big brother used to paint, but gave it up," said one.

Washington looked like what it is, the capitol of a great country. Here I saw a very nice modern stone front to a Lutheran Church. At last I was able to see the Folger Library "in the flesh." Photography cannot do it justice. The nine sculptured panels of plays are most enchanting. The outside is Paul Cret and I dreaded to go inside and meet Queen Elizabeth, but somehow the change is subtle and, after all, it is stratford encased in America. The proportions of the exhibition gallery are very grand and delightfully un-museum like. The view into the library with its stained glass takes one into the old world. The bust of Shakespeare is in wood and a good copy of the alabaster one at Stratford Church. This visit has led me to read and again enjoy Lancelot Sukert's article in *The American Architect* of September, 1932. To lovers of Shakespeare this building is a shrine.

The Freer Art Gallery has a good collection of Whistlers and its design is quiet and restful in contrast with some buildings where portraits of generals, stuffed bears and primeval animals all rub shoulders together, but this makes one enjoy modern planning all the more. The dome of the Capitol holds its own and so does the great and impressive Lincoln Memorial.

Mount Vernon stood forth in almost majestic simplicity and we were lucky to pass through it with a

See SIMPSON—Page 5

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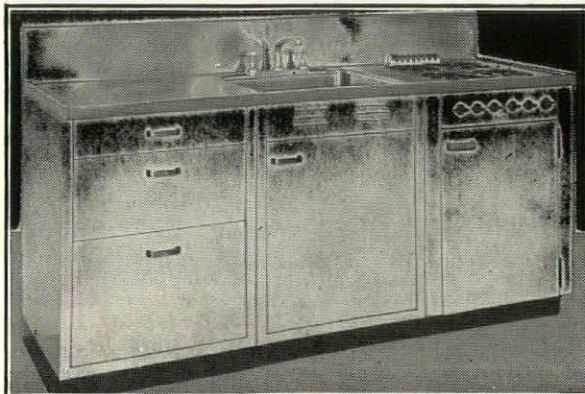
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Good Architect Essential To Good Building

by Talmage C. Hughes

An Interview by Duncan Moore, Radio Announcer, over Radio Station W.J.R., Detroit

5:15 - 5:30, Friday, July 7, 1939

Announcer—Ladies and Gentlemen: It was the late Theodore Roosevelt who once said, "Every man owes a portion of his time to the upbuilding of the profession or business of which he is a part."

At this time we are able to present a man who has for some years interested himself in the organization work of his profession of Architecture.

Today, when the whole nation is conscious of its problems of housing and planning, I am sure that what he has to say will be of interest.

Mr. Talmage C. Hughes, a practicing Architect of Detroit, is an executive of the architectural organization of Detroit and Michigan—Mr. Hughes.

Mr. Hughes—Thank you, Mr. Moore. I appreciate this opportunity to say a few words about shelter, which, next to food and clothing, is unquestionably of most importance to our well-being.

Sociologists have pointed out that the buildings which we inhabit have a most vital influence on our lives. Economists have agreed that building occupies a key position in our program for national recovery.

The Federal Government and other agencies have recognized the architects as the leaders in this great industry which, next to agriculture, is the largest employer of labor.

The architectural profession is aware of its added responsibilities in this great new movement, and accepts the challenge.

Experience has demonstrated that man rarely excels in more than one field of endeavor. Therefore, modern society conforms to the idea that specially trained persons shall care for our health, our legal problems, our investments, and the design of our buildings. In this last field it is the architect who is qualified for expert guidance, in obtaining in any structure, whether it be school or hospital, church or residence, the maximum of stability, utility and beauty.

Announcer—Well, Mr. Hughes, can you tell us something about how architects are made, what is necessary before one hangs out his shingle?

Mr. Hughes—Yes, the architectural student should have a good general education before beginning his professional training, just as is the case in the study of medicine. After he has finished his architectural studies he must spend several years under an established practitioner and, finally, he must pass the State Board Examination and be issued a certificate of registration under the State laws before assuming the title of Architect.

Announcer—Well, isn't there something in the state law that requires one taking out a building permit to have an Architect?

Mr. Hughes—Yes, Mr. Moore, but that does not apply to residences costing \$15,000 or under.

Announcer—It seems to me that small home owners are the ones who need architects most.

Mr. Hughes—That is so, Mr. Moore. On large, important work it goes without saying that architects are employed, but residences are often built without architectural guidance, perhaps because architects do not advertise.

The small home owner forms the backbone of the nation. The building of a home as a rule represents the largest single investment of his lifetime. And yet, while he is generally careful in

most transactions, too often he enters upon his home building project in a haphazard manner, often realizing his mistake when it is too late. He resolves never to do it again but as a rule he never builds again.

Announcer—It would appear, then, that the proper planning and design of a small home might be more of a problem than a large building, where costs are not so closely budgeted.

Mr. Hughes—That is true. House building has in the past been regarded by many as the easy job of the building business, requiring neither technical skill in planning and design nor science in erection. The popular belief that stock plans, that need only a little shifting around, plus a little knowledge of the assembly of materials, are sufficient to insure a satisfactory home, accounts for many disappointed and disgruntled owners.

The tendency to pass lightly over the real technical needs of the small house has caused home building to gravitate to agencies not properly equipped or staffed to render the needed technical service. The architectural attempts of those not qualified by education, training or experience to deal successfully with planning, design, and in some cases construction, have resulted in eyesore after eyesore. Frequently entire neighborhoods of architectural hair-raisers mar the landscape. In some cases the building material dealer, attempting to act as architectural adviser and designer, is the one at fault. In others it is the builder.

Today the Architect is more than ever before being recognized as the logical one to deal with this major architectural problem of the small home, which requires unusual skill in planning and design and a thorough knowledge of materials and construction.

Announcer—Well, Mr. Hughes, what about the cost of architectural services, can the small home owner afford to pay for them?

Mr. Hughes—Mr. Moore, he can't afford to be without them. An Architect worthy of the name can, by proper planning and design and by taking competitive bids, invariably save the owner more than his fee. And so, a good architect, instead of adding to the cost, actually becomes an economy measure, besides taking the responsibility off the owner's shoulders and insuring a building that has individuality and character that make it stand out, with deterioration and obsolescence at a minimum.

Good builders and producers of good materials recognize this and prefer to work with good architects. However, there are still some who claim to furnish free plans and tell owners that they will act as both architects and builders. Anything one gets for nothing is generally worth just that, in this case less, because it eliminates competition,

See RADIO—Page 4

RADIO—(Continued from Page 3)

and as for acting as both architect and builder, that is comparable to having one lawyer represent both sides in a court case.

A good builder is necessary but he occupies the position of the pharmacist who fills the doctor's prescription. A **good** building is the result of a **good** architect, a **good** contractor, using **good** materials and employing **good** craftsmen.

Announcer—I notice you stress the point of a **good** architect. From that I take it there is a good deal in selecting the right architect, for the right job.

Mr. Hughes—Yes, Mr. Moore, aside from the fact that there are men of varying qualifications in every profession, we have members, for instance, who do only large buildings. Such offices would not do a residence job if one were offered them.

Announcer—Well, how are the public to know. Suppose I want to build a home and don't know any architects. Architects don't advertise. I consult the classified telephone directory but they all look alike to me.

Mr. Hughes—Mr. Moore, the Detroit Chapter of The American Institute of Architects and the Michigan Society of Architects maintain a public service bureau, at 120 Madison Avenue in Detroit. They are listed in the yellow pages of the telephone directory, just following, "Architects," under "Architect's Associations."

There are seven hundred architects registered in Michigan. More than five hundred are active, members of the Michigan Society of Architects. These architects have subscribed to our Principle of Practice and pledged themselves to a high standard of professional conduct. They have furnished us with their photographs, biographies and records of professional training and experience. This information is published annually in a special issue of the Weekly Bulletin of the Michigan Society of Architects. Besides, the editor who has conducted this weekly publication for the past thirteen years knows most of these architects personally.

Anyone calling CHerry 7660 will be given information to the best of our ability, concerning any architectural or building problems, including names of architects specialized on small homes, or on any other kind of building.

Announcer—What advice would you have to offer me if I were about to enter upon this important problem of home-building?

Mr. Hughes—Just this Mr. Moore, place your problem in the hands of a competent architect, in whom you have complete confidence and leave it very largely to him.

Seek your architect rather than have him seek you. Since in all vocations there is a varying degree of proficiency, depending upon natural talents, education, and experience, select your architect only after careful inquiry. Study the man and his work with discrimination; having decided upon him, give him your entire confidence. Be candid about your financial situation. Make known all of your wants. Then allow your architect ample time to arrive at a complete and satisfactory solution of your problem.

From start to finish of your building operation, your architect is your professional adviser and representative in preparing plans and specifications which by competitive bidding will secure a fair price, in complying with building codes, in draw-

ing contracts, in certifying payments for the work, in securing waivers of lien and sworn statements, and in seeing throughout construction that you get what you pay for.

Thus, you will find that your architect is a many-sided person of diverse attainments and of strict honor; one who will maintain with you during your building operation a cordial and friendly relationship. He will be able to do this because he not only knows his business but he loves it.

Announcer—Well, aren't these things that people would just do, naturally?

Mr. Hughes—No, Mr. Moore, it is surprising that there are so many people who are otherwise well-educated, who are smart in their dress, in the selection of their furniture, who wouldn't be seen in an antiquated car, or even a new one of poor design, but who seem to feel that in building a home "anything goes." If they consult an architect at all they proceed to take important decisions out of his hands. When people learn to be brutally frank and place their building problems in the hands of professionally trained men, just as they consult doctors, dentists and lawyers, then, and only then, may we expect to see a decided improvement in the design of our homes.

Announcer—What would you say are the trends in home design, are they toward the modernistic?

Mr. Hughes—No one can foretell just what the future will bring forth. That depends upon the development of our people, but, since architects are interpreters of their times, so those who have made architecture a life study are able to make some very logical deductions.

We know that inappropriate design and poor construction are two of the greatest factors in the destruction of value of the home. In the selection of a style obsolescence, the enemy of value, should be born in mind. A house designed in the **extreme** so-called "modernistic" style, besides fighting with its neighbors, is as sure to become obsolete as mission furniture. Jig saw exteriors, overdone bungalows and false gabled "English" are among such fads we have seen come and go. Houses having for their basic design some well established style, such as early American colonial, Georgian and many others, have stood the test of time. If well done they will always be good. America is rich in tradition. Probably no where else on earth has any country such a wealth and variety of styles in domestic architecture to draw upon, honestly typifying both background and climate.

However, our designs should not adhere strictly to the past, but we should adopt the tried and true of our own times, always contributing something to their development.

When building, an owner may think that it costs considerable to design and plan his home properly, but he who proceeds without this service will find that it costs even more to neglect to do so. Mr. Moore, don't be your own doctor or lawyer—**And don't be your own architect.**

Announcer—Thank you, Mr. Hughes. Ladies and Gentlemen: I am sure that those of you who are faced with the problem of home building, or the building of any structure, will be glad to know of the service bureau maintained by the Detroit Chapter of The American Institute of Architects and the Michigan Society of Architects at 120 Madison Avenue in Detroit. The telephone number is CHerry 7660.

SIMPSON—(Continued from Page 1)

very few visitors. Certainly, the King and Queen must have been greatly impressed as they approached by the river. The art buildings are very picturesque. Today we enjoy what Washington fought for and made for us and we hardly have time to browse around the home he had so short a period to enjoy. It stirred me to read another biography of him.

New York greets one with a cheerful architectural smile. In this great mecca we meet people from every where and renew acquaintances. It is hopeless to attempt to do and see all you would like. Sixth Avenue has lost its elevated railway and almost looks like country. Greenwich Village, a most quaint and old world place, runs its own newspaper and is improving itself. The annual outdoor art show was in full swing. It seemed to extend for miles, alleys had pictures hung on the walls, railings in the streets were cased in them. Most of them rather indifferent. Some quite Detroit. However, the artists of both sexes and all ages were having a great time and I felt extremely lucky to get away with a picture.

We enjoyed the wonderful play "Family Portrait" and the screen play, "Good bye Mr. Chipps."

At Rockefeller Center I could not see the top windows very distinctly but I think they are like two or three beneath them. Anyhow, I always enjoy studying the bold, flat carving over the doorways with the pastel shades of color relieved in black and gold. The New York restaurants know how to feed you and make one eat as if on a liner at sea. While the roof garden dinners are good, as well as the view.

The World's Fair took up nearly two days and I wanted more. The first impression from the Penn. Station entrance does not register at all. There are no lofty buildings. The general plan of roads seemed confused, or I was. All the same I seemed to be in a modern world, in spite of my feet, no fussy ornament. Our brothers are trying to get somewhere and there is nothing worse to be seen than our poor gothic and stale colonial. It does one good to be in a fresh, new budding atmosphere.

One is struck by the comfort of zoning. Silly side shows do not intrude. The Russian building is generally spoken of as being quite imposing. The French is a mess. The English has a poor plan but most interesting exhibit. The Italians aimed high with a great cascade of water. But their plan is simple and one enjoys the well-laid-out exhibit.

The Ford building has a high class, humorous and educational exhibit of colored working models. Walter Dorwin Teague certainly deserves credit for his restrained modern work. The large private lounge and dining room are most refreshing, restful places and a circular stair case lighted without blinding one.

No photograph can show the beauty of Williamsburg. One must walk and enjoy the setting and dip into its history, dine on the porch of an old house and be waited on in the old style. Your man has brown breeches, white stockings, black shoes and silver buckles. You feel you are Washington, himself—and all for \$1.25.

The Raleigh Inn is superb. Such furniture and color schemes with flowers to harmonize. The stores tie in with the general designs and even the gas station has been so subdued you hardly see it.

This place was in full swing during Washington's life and has been wonderfully restored.

AUTOBIOGRAPHY OF
JOHN BAPTISTE FISCHER

Fischer

My ancestors were of German, French and Austrian stock.

Grandfather on my mother's side was born in Alsace-Lorraine and grandmother in Darmstadt, Germany. My father was born in Prague Austria, mother in Poughkeepsie, N. Y.

Before the Civil War my grandparents moved from New York to Oskaloosa, Iowa, where, at the time of the Civil War Grandfather Lahr was a drill master in the Union Army.

After grandfather's death my mother came to Chicago, where she married in 1871. Here I was born on August 9th, 1874.

My early childhood days were spent on a farm in Iowa, and because of this my active schooling in the city was delayed until I was about 8 years old. There were interruptions. As I remember, I craved knowledge very early in life.

At the age of 12, showing great interest in drawing, I came under the tutelage of an artist, then came art and industrial school. At 14 years of age I was quite proficient with the pencil and was modelling in clay. It was at this early age that I decided to become an architect with the dream of some day building a wonderful cathedral. Cologne was my inspiration. I became partial to the study of architectural subjects, and in 1892 entered into the office of George W. Maher, where I remained for eight years. Sixty cents per week, then one dollar, one dollar and fifty cents and up to twenty-five dollars, for which sum I took charge of his office while he and Mrs. Maher toured Europe. Even his son Phillip, now an architect in Chicago, was left in my charge. Mr. Maher was my second inspiration. He really was a wonderful man with high ideals which he tried to instill into all those who came under his influence. Here, at the Art Institute and under private tutelage I got my foundation education in art.

Higher mathematics and the physical sciences I studied with a brother who was then going to college.

In 1899 I took the Illinois State Board examination for architects, and passed with credit. In 1900 I went East for one year and on my return entered the office of Wilson and Marshall, as draftsman and building superintendent. After one year here, I went with Shipley, Rutan and Coolidge, (N. Max Dunning was the cause of this) at a greatly reduced salary, simply to get the opportunity of working on designs of several of the University of Chicago buildings which they were doing at that time.

Tireless effort on my part soon won for me the position of Chief Designer. Mr. E. D. Martin was at this time the head draftsman and engineer.

A few years after I became Chief Designer, Mr. Martin left to become a partner in the firm of Schmidt, Gardner and Martin. The duties of head draftsman were added to my burdens. With 35 men and the varied class (size made no difference to me) of work, it was no easy task. Seventy-five percent of my evenings—yes night—holidays and Sundays were spent at the office—at this time I was a bachelor. I do not know that it is necessary to say much about the work we did, since Shipley, Rutan and Coolidge

See FISCHER—Page 6

THE COLLEGE OF ARCHITECTURE AND DESIGN AT THE U. OF MICHIGAN

By recent action of the Board of Regents of the University, the Department of Landscape Design, established thirty years ago in the College of Literature, Science and the Arts, has been transferred to the College of Architecture with the title of Department of Landscape Architecture. The five year curriculum in his department will lead to the degree of Bachelor of Landscape Architecture, following the procedure in architecture itself, where the degree is Bachelor of Architecture. The faculty of the Department of Landscape Design is transferred intact, Professor H. O. Whittemore continuing as Chairman.

In addition to its curriculum in architecture the College of Architecture has for a number of years offered degree courses in drawing, painting and general design; interior design; advertising design; stage design; and industrial design. Four year programs in this field lead to the degree of Bachelor of Design.

In recognition of the broader scope of the work now given in the College, the title of College of Architecture marking the establishment of the school as a separate unit in 1931 is at this time changed to College of Architecture and Design. Wells Bennett is Dean of the College. All the technical work of the various courses will be given in the Architecture Building.

NU-WOOD STA-LITE OFFERS HIGH LIGHT REFLECTION

An unusually high light reflection factor of better than 70% is claimed for Nu-Wood Sta-Lite, a new insulating interior finish product announced by the Wood Conversion Company. This new surface treatment is the result of a special coating recently developed which incorporates the use of new principles in surfacing materials.

The company reports an interesting feature in that this extremely light surface actually turns lighter with exposure. Tests on samples exposed to sunlight and Fadometer show that the surface after exposure is enough lighter to be easily seen by the eye. Tests made in a standard Fadometer show that exposure, the equivalent of two years, results in a definite increase in whiteness.

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Nu-Wood Sta-Lite can be easily cleaned with a sponge or cloth. In extreme cases, a wall paper cleaner or damp cloth may be used. If another color is desired, the surface acts as the priming coat. This, together with the mat texture, offers a surface which

FISCHER—(Continued from page 5)

had an International reputation, with offices in Boston, Chicago and St. Louis, however, we did have only very high class work; educational buildings of all kinds, the planning of entire university groups, library buildings, churches, office buildings and some residential work.

In addition to my duties in the drafting room, I was often requested to write the specifications for all special work. At regular intervals I had to visit the general superintendent to see that our drawings were properly carried out, and modelling in clay had to be done until Mr. Dux, our modeller, got into the spirit of the work. I shall never forget those eight years in Paradise.

In 1911 I went into partnership with Mr. D. E. Postle, We had a general practice; residential, churches, schools, theatres, hospitals and commercial and industrial buildings. This took me into engineering, and in 1916 I became a Registered Structural Engineer in Illinois.

In 1929 I became a Registered Architect in the State of Michigan, and in 1935 I became a Registered Architect in the State of Ohio.

I am continuing a general practice, since I have never at any time believed in specialization, and it is my idea that specialization in design and construction is the cause of most of our bad architecture.

I believe in a most thorough training for the architect in both design and construction. I believe the architect should know materials as living matter. He should know the tools and methods of all of the building trades. He should be a musician or at least musically inclined. He should be a philosopher, and he must at all times be sane and practical.

This attitude has made my architectural life what it has been, a most wonderful adventure. It has been responsible for the building up of my wonderful library, where I still live my life of study and research. I have done some writing.

To the young men who may read these biographies may I say—build your foundation well and remember that "He builds as well who lays the deep foundation as he who caps the turrets in the sky," and always remember that on this foundation you are to build a superstructure, which you can do only if you attend that "True University" which Carlyle said is a collection of books.

My hobby is books—and how I love to direct and instruct young students of architecture and engineering. Anything constructive which youth does can become a hobby with me for the time being.

Architecture of the New York World's Fair was described by Robert B. Frantz, architect, speaking Tuesday, June 27, before the Exchange Club at the Bancroft Hotel in Saginaw. Mr. Frantz was enthusiastic about the lighting of the fair and recommended that visitors get their first view of the fair at night.

is easily covered with paint without showing brush marks.

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For further information and samples of this Nu-Wood Sta-Lite write the Wood Conversion Company, Saint Paul, Minnesota.

REGISTERED ARCHITECTS

Passed May 4, 1939

HENRY J. ABRAMS—225 Merton Rd., Detroit—Born March 26, 1903, Detroit, Graduate University of Michigan, 1929, BSAE, Registered by examination May 4, 1939.

RANQUIER M. AUBREY—c/o Jos. C. Goddeyne, Bay City Natl. Bank Bldg., Bay City—Born Jan. 19, 1909, Detroit, Graduate Univ. of Mich., 1931-BSA. Registered by examination May 4, 1939. Draftsman for Hoad, Decker, Shoecraft & Drury, Thomas, Tanner, J. French Paddock; Director of Physical Education, American Univ. of Beirut, Syria; associated with Keith W. Smith and Joseph C. Goddeyne.

ROGER BAILEY—University of Michigan, Ann Arbor. Born Oct. 3, 1897, Bradford, Pa., Grad. Cornell 1920-BA. Ecole des Beaux Arts, Paris, 2½ yrs. Registered by reciprocity May 4, 1939, on basis of registration in New York. Employed in architectural offices in New York State, 1920-1929; 1929-1930 associated with Eric Gugler of New York; Won nation-wide competition for Chicago War Memorial; 1931 entered national competition for Appomattox Court House, taught design at Univ. of Michigan; 1932-36, Professor of Arch., Univ. of Michigan; 1937-38, head critic, Dept. of Arch., Yale Univ., (summers 1937-38, Prof. of Arch. Cornell Univ.); 1938, returned to Univ. of Mich.

FRANCIS KAHL DRAZ—13124 Shaker Square, Cleveland, O. Born Nov. 1, 1894, St. Paul, Minn. Grad. Carnegie Inst. of Technology 1921-BA; Ecole de Beaux Arts, Paris 1921-22. Registered by reciprocity May 4, 1939 on basis of registration in Ohio. Engineering Corp., U. S. Army 1917-19. Arch. designer for Cleveland Board of Education and Small-Rowley. Has practiced architecture since 1926.

HORACE W. HARTMAN—1317 E. Grand Blvd., Detroit. Born April 27, 1910, York, Pa. Grad. Univ. of Mich. 1937-BSA. Registered by examination May 4, 1939. Employed by Henry Wright, New York City; Packard Motor Co.; Detroit Steel Products Co.; Professor Lech; Nathaniel O. Gould; Lyndon & Smith; Detroit Housing Commission.

GLENN Q. JOHNSON—1701 N. 76th Court, Elmwood Park, Ill. Born May 23, 1908, Chicago, Grad. Crane Jr. College 1927; attended evening school Armour Inst. of Tech. and evening design at Arch. Sketch Club. Registered by reciprocity May 4, 1939, on basis of registration by examination in Ill. 1937. Started practice as a principal in Dec. 1937.

OAKIE C. JOHNSON—312 E. Oak St., Ironwood. Born Sept. 26, 1909, Ironwood, Grad. Chicago Tech. College 1931-BA. 1 yr. at Princeton Grad. School of Arch. Registered by examination May 4, 1939. Employed at World's Fair in Chicago; Gogebic County Road

Commission and National Park Service.

HARRY M. NEWMAN—2058 Gladstone Ave., Detroit. Born Oct. 20, 1912, Rochester, N. Y. Grad. Univ. of Detroit, 1934-BSAE. Registered by examination May 4, 1939. Employed by C. E. Schley, Paul Tilds, Eastfield Associates, P. J. Funke, American Store Equipment & Construction Corp.

LEO J. SCHOWALTER—18044 Warrington Dr., Detroit. Born Dec. 10, 1899, Detroit. Private lessons in arch. under Prof. Blakeslee, Univ. of Detroit. Registered by exemption May 4, 1939. Design and supervision of residential buildings since 1919.

CARL G. SCHULWITZ—319 Helen St., Midland. Born April 30, 1904, Mt. Clemens. Grad. Univ. of Mich. 1930-BA. Registered by examination May 4, 1939. Employed by City of Mt. Clemens; Austin Co.; State of Michigan; Nurmi Builders, Midland.

VERNE H. SIDNAM—705 Lincoln Bldg., Detroit. Born May 26, 1900, Kalamazoo. Grad. Univ. of Mich., 1930-BSA. Registered by examination May 4, 1939. Employed by Mr. Worden, Kalamazoo; Perkins, Fellows & Hamilton; A. M. Worthington; John C. Stahl; Hancock & Butler; J. Ivan Dize; Cranbrook Arch. Office; City Plan Commission; Oakland Housing Corp.; Smith, Hinchman & Grylls. Now associated with Ditchy & Perry.

JOHN SKART—2986 Wreford St., Detroit. Born Nov. 14, 1894, Utica, N. Y. 1 yr. Cass Tech. (Evening school) Registered by examination May 4, 1939. Employed by A. A. French; Smith, Hinchman & Grylls, Nathaniel O. Gould.

CHARLES VEDRA—330 S. Wells St., Chicago, Illinois. Born Oct. 31, 1891, Czechoslovakia, Austria. Evening School Armour Inst. (1910-12) Registered by reciprocity May 4, 1939, on basis of registration in Ill. by exam. 1915. Began practice of arch. as principal in 1917.

VERNON SPENCER WATSON—RFD 2, Berrien Spgs. Born Jan. 22, 1878, Chicago. Grad. Armour Inst. 1900-BSA. Registered by reciprocity May 4, 1939, on basis of registration by examination in Ill. 1904. Began practice as a principal in 1904.

MILTON R. WILLIAMS—330 W. First St., Dayton, O. Born Oct. 21, 1889, Omaha, Neb. Grad. Cornell Univ. 1913-BA. Registered by reciprocity May 4, 1939, on basis of registration in Ohio. (Has passed all parts of Mich. Arch. exam. except parts B (steel) and C (concrete). Employed by Harrie T. Lindberg, John Russell Pope, G. W. Graves, Ford Motor Co., C. Howard Crane, Edward Gray, Derrick & Gamber, Hugh T. Keyes, 1937, partnership with J. Douglas Lorenz.

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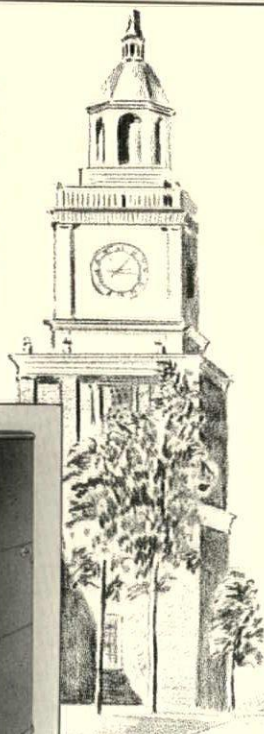
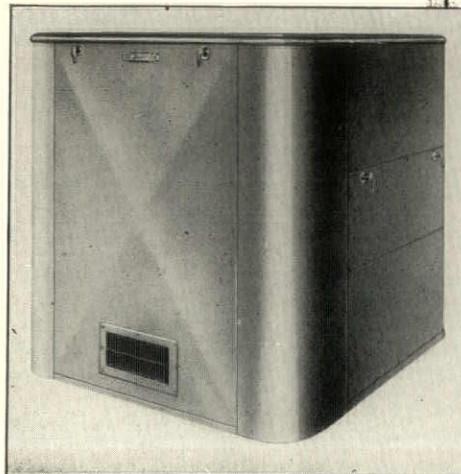
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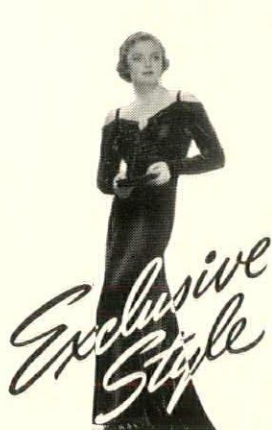


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MID-WEST ARCHITECTURAL CONFERENCE

In the last issue of the Bulletin announcement was made that this week's issue would be devoted to a complete report of the Mid-West Architectural Conference held at the University of Notre Dame on June 23 and 24.

Owing to the fact that manuscripts on some of the talks were not received in time the date of the issue has been advanced one week. There was so much meat in these addresses it was thought better to make the issue all-inclusive, rather than leave out some or to spread the material over more than one issue.



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ARCHITECTS' REPORTS

AGREE, CHAS. N., 1140 Book Tower.

Modernization—store bldg.—Winkleman Bros., Port Huron. Con. let to C. A. Phillips, Pt. Huron.

Also plans for 2-story Doctors' Clinic, Fort St. Vis-gar Ave.

Prep. plans, housing development, 404 Apts. Mac-kenzie Manor Housing Corp., owners.

2-story and basement mercantile bldg., Ann Arbor, Mich. Bids closed.

3-story and basement Apt. Bldg., Jeff Ave. Belvidere Land Co., 24 units, Iroquois & Jefferson Aves. Bids closed.

Prep. plans for store bldg., Houston Ave. & Hayes. Fig. on Apt. Bldg., East Jeff. & St. Jean. Closed.

Prep. plans for 2-story & basement Add. Federal Stores, Gratiot at 7 Mile Rd.

Prep. plans for Commercial Bldg. & 2000 seat Theatre—McNichols & Myers Rd.

BENNETT & STRAIGHT, 13526 Michigan Ave.

Fig. on Theatre. Rosedale Gardens, closed.

Owner taking fig. on Cameo Theatre—E. 7 Mile Road. Owner—North End Theatre & Realty Co.

DAVERMAN, J. & G. CO., Grand Rapids—

Prep. plans, parish house, Legrave Ave., Christian Reformed Church, G. R., \$50,000.

DES ROSIERS, ARTHUR, 1414 Maccabees Bldg.

Resurrection Aud. & High School, Lansing, Mich. Fig. closed.

Plans for Church, Ubley, Mich.

DIEHL, GEORGE, 120 Madison Avenue

Church, Argyle, Mich., closed, Catholic Central High School. Fig. closed.

School, St. Scholastica Parish. Gen'l. Con. let to W. E. Wood Co.

HERMAN, ALOYS FRANK, 710 Owen Bldg.

Bids closed—Immaculate Conception Ukrainian Church.

KEYES, HUGH T., 747 Free Press Bldg.

Res. for B. E. Hutchinson—Bids closed.

MALCOMSON, CALDER & HAMMOND, Detroit.

Alt. & Equip., Lincoln High School, Ferndale. Gen'l. Con. let to Eiserman & Sons.

O'DELL, H. AUGUSTUS, 904 Marquette Bldg.—

Prep. plans, store bldg., for Mr. H. W. Leach, 96x100, south side of Fort between Dragoon & Murray.

Face brick, metal and plate glass front, Terrazzo entries, wall board ceiling, gas unit heaters.

STAHL, JNO & CO., 820 Francis Palms Bldg.

Prep. sketches for add. to factory bldg.—2 stories.

TILDS, PAUL, 602 Hoffman Bldg.

Prep. plans for Res. 25x43.

Taking fig. on store bldg., Junction Ave.

WIEDMAIER & GAY, Cherry 7567

Taking fig. on market bldg., 7 Mile & Gratiot. Also 4 stores, Pontiac, Mich. Res. Fairfield & Thatcher—

Taking figures about June 22.

WEST, ROBT. J., 512 United Artists Bldg., Detroit—

Prep. plans for an alter, for a 4-sty. bldg., cafeteria, restaurant and 2 stores.

Taking figs. 3 stores in Gr. Pte.

WRIGHT & ROGVOY, 418 Fox Bldg.

Coffee Shop, Fort Wayne Hotel. Con. let to Eiserman & Sons.

Taking figures: Front & Lobby—Grand Theatre—

Highland Park; Res. Muirland Ave. J. Albert, owner.

ARCHITECTURAL TALKS AT DETROIT INSTITUTE OF ARTS

Arrangements have been completed with the Detroit Institute of Arts for a series of talks on architectural subjects for their regular Tuesday evening series this fall and winter.

These lectures are free to the public and this seems to be a splendid opportunity to offer something educational on the subject of Architecture.

Accordingly, speakers have been secured as follows: Albert Kahn, on Industrial Architecture, October 24; Clair W Ditchy, on the Small House Problem, November 21; Kenneth C. Black, subject to be announced later, on December 5.

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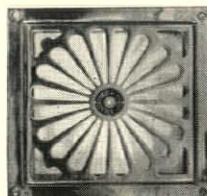
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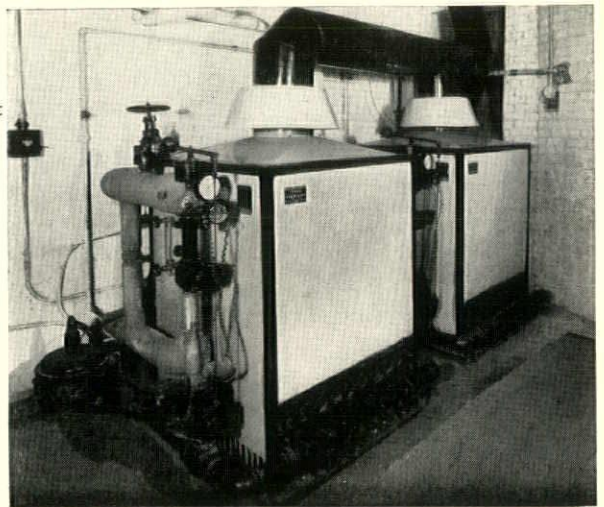
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WEEKLY BULLETIN

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Volume 13

DETROIT, MICHIGAN, JULY 18, 1939

No. 29

Mid-West Architectural Conference—University of Notre Dame June 23-24, 1939

At this conference, which was in the nature of an organization meeting, many interesting talks were delivered and a great deal of constructive work was done. The pre-convention meeting of the Committee on Arrangements took place Thursday evening at the Hotel LaSalle in South Bend. This afforded an excellent opportunity of renewing old acquaintances and making new ones, which made us wonder why we had not known some of these fine men before. Mr. Vincent Fagan, Architect of South Bend and of the University of Notre Dame, arranged the meeting in a most delightful setting, which showed some of the excellent work he has done recently in the remodeling of public rooms in the Hotels Hoffman and LaSalle.

An interesting story attaches to his Brandywine room in connection with the selection of a name. The state laws of Indiana do not permit signs advertising the sale of liquor so it was decided to use the name Brandywine and one of the decorative features was a large map showing the location of the Battle of Brandywine which was to be placed over the back bar. Vince relates that in his research on this subject he suddenly came upon the realization that this was one of the major defeats of the American Army. However, the whole thing seems to be a complete success and no one, except the Architect, has raised any objections.

Another of his interesting rooms is that in the Hotel Hoffman which delegates, for the lack of a better name, called the Pigskin Room, and because it is lined with this material, perhaps representing the victories of the University of Notre Dame.

Many of the interesting sidelights were events which did not appear on the program, for instance; the Producers' Council provided some very wonderful prizes for the athletic events and otherwise made the meetings enjoyable. The University of Notre Dame

showed up in all its beauty and the weather was perfect.



Shook

A great deal of credit is due to Mr. Wilbur Shook, president of the Indiana Society of Architects and Mr. Edward D. Pierre, president of the Indiana Chapter of The American Institute of Architects and to the architects of Indiana. The University of Notre Dame outdid itself in extending hospitality.

Registration began Saturday morning and the final count showed eighty-eight architects and twenty-six others including producers and wives.

Friday Morning Session

At the opening session Friday morning, Father Hugh O'Donnell, C.S.C., vice-president of Notre Dame, extended a cordial welcome to delegates, stating that the president of the University, Father O'Hara, was in South America and since it was the vice-president's duty to keep house in the president's absence, it became his pleasant duty to express the hope that

See CONFERENCE—Page 4

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BULLETIN NO. 227, 4-13-'39

Re: Determination of Number of Stories in Dwellings

Some difficulties have apparently arisen as to the application of Section 203 of the Building Code in determining the number of stories in a dwelling. For this reason the following interpretations will be used by the Department in determining and designating the number of stories in buildings to be used for residential purposes.

One Story Dwellings: Dwellings in which living quarters would be illegal in the attic on account of insufficient area, ceiling height, etc.

One and One-Half Story Dwellings: A dwelling one story in height with an attic having sufficient usable floor space to accommodate one or more rooms of legal size and arrangement for use as dwelling quarters. The total area of such attic rooms shall not exceed 50% of the area of the first floor and such attic rooms shall be used exclusively as a part of the living quarters situated on the first floor. The provision of a stairway to the attic or the designation of attic rooms on plans are not essential to subject a building to this classification if the usable attic space is as above described.

Two Story Dwellings: Dwellings having floor area legally usable for living purposes on the attic or second floor exceeding 50% of the first floor area.

Any dwelling one story in height and having an attic to be occupied separately as a dwelling or for use for any other purpose than a dwelling shall be subject to this classification.

The same principles shall apply in the case of dwellings over two (2) stories in height.

GEORGE F. EMERY

Chief Building Inspector

Approved: Joseph P. Wolff
Commissioner

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THIRD GOLF OUTING

Architects — Builders & Traders

TUESDAY — JULY 18TH — 1939

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WM. F. SEELEY, Chairman.

HYDE & WILLIAMS ARCHITECTS FOR 1940 "IDEAL HOME"

The firm of Hyde & Williams has been selected to design the Ideal Home to be built in connection with the 1940 Detroit Builders' Show according to an announcement made public by Kenneth C. Black, president of the Michigan Society of Architects, through whom the selection is made annually. In accepting the appointment it is expected that this firm will produce something in character with the high standard of residential work for which they have become noted.

Mr. Kenneth D. McGregor, executive secretary of the Show, has expressed his gratification at this selection.

The Ideal Home, a principal feature in connection with the Detroit Builders' Show, has become an institution of great importance to architects and the entire building industry in Michigan.

Last year for the first time the management of the Show held a Home Builders' Clinic to which the public was invited and this series of meetings was opened with an Architects' Day. Appearing on the program were the Architect for the Ideal Home and other speakers on Architectural subjects. It is expected that this service will be continued this year since the public responded in a most encouraging manner.

CRANBROOK FILM SHOWN AT PITTSBURGH

The Charette, publication of Pittsburgh Chapter, A. I. A., reports the showing of the colored motion picture taken at Cranbrook Academy of Art by Richard P. Raseman, executive secretary.

The film was shown at the Pittsburgh Chapter meeting on June 20th by Allan H. Neal, treasurer of the Chapter.

Besides the architecture of Cranbrook, which was done by Mr. Eliel Saarinen, the film shows many interesting lights in connection with the teaching of the arts including painting, sculpture and weaving.

According to the report the film was enthusiastically received by members of the Pittsburgh Chapter.

This film has been shown at many architectural meetings throughout the country and is available to others interested. Information may be obtained by addressing Richard P. Raseman, executive secretary, Cranbrook Academy of Art, Bloomfield Hills, Michigan.

ELECTED OFFICERS OF ESD

Clair W. Ditchy has been elected assistant treasurer of the Engineering Society of Detroit. Harold S. Ellington was elected a director.

Architects who serve on ESD committees are Malcolm R. Stirton, Publication; Clair W. Ditchy, By-laws; Branson V. Gamber, Civic Affairs; Cornelius L. T. Gabler, Membership; Arthur K. Hyde, Library Service.

John C. Thornton was the speaker at one of their meetings last season. He spoke on his European trip and illustrated his talk with motion pictures.

CONFERENCE—Continued from page 1

delegates would imbibe in some of the famous Notre Dame spirit.

RESPONSE OF MR. FUGARD

Mr. John Reed Fugard, Regional Director, A. I. A., Illinois-Wisconsin District spoke as follows:



Fugard

It is my pleasure and honor to officially represent the Illinois-Wisconsin District of the A. I. A., a District having three chapters of The Institute, two flourishing state organizations, and 1500 registered architects, second in number only to New York, where the greatest concentration of the profession perhaps is found in the entire world.

It would seem that after ten years of depression times our profession has been through the refining fires of adversity, but is still able to maintain its position with great pride in the business life of the Middle West. I believe it is a safe statement to make that the members of the profession in this district are now in better spirit and financial shape than they have been at any time during the last decade.

This fact is probably due to governmental influences either directly or indirectly, which have provided construction work through the agencies of WPA, FHA PWA, and USHA. For this work we are truly grateful, not only from the financial standpoint, but from the point of view of having had an opportunity for service, and the architects of this district have certainly contributed their share toward the upbuilding of the professional attitude, which we find represented in those Federal agencies. Private enterprise, however, which is the backbone of our profession, has been woefully lacking in initiative, and, until private enterprise again enters the construction field, the architectural profession will continue to be handicapped in its expression.

It would seem to me, perhaps, that the realization of the changes in the architectural practice should be brought before the attention of those attending this conference. Possibly, this change comes about through social and economic adjustments which are world-wide, but it appears to me that in over a quarter of a century's experience our profession has changed immeasurably both in attitude and in methods of business.

In former days it was not considered essential for an architect to be a "business man," but rather he was a student and an artist, depending almost entirely upon his business coming from clients who respected his ability as a designer and his integrity as a man. In those days, the architect was an individualist. He met with his brother architects of like training and accomplishments, and his discussions pertained more to the aesthetic than to the practical side of architecture.

The architectural publications of those days dealt with artistic accomplishment and professionalism seemed to be the key-note, while today we find that the leading publications are becoming more and more simply a means of propaganda for new and untried building products, the medium by which the so-called "international" style of architecture is being sold to the public, with the consequent publicizing to the utmost of its creators.

What our profession needs more than anything else at this time is a good strong national leadership, seeking for and finding inspiration within its own borders, rather than within the confines of other countries. There is a manifest growing tendency for the architects of America to combine their efforts within a national organization, founded upon business principles in consonance with our own way of thinking, to which they may adhere in the safe-guarding of their profession from the in-roads of foreign propaganda, governmental bureaucracy, union labor domination, and unlawful combinations of building material interests.

The monopolistic tendencies through combinations of union labor and city officials; between union labor and building material interests; and between the various agencies and material manufacturers, will undoubtedly be brought into the light of day through Federal investigation, the rumblings of which we already hear. It would seem that nothing but good can come from such investigations, provided, however, they are not made to be tools of the politicians and designed for political expediency in the coming national elections. Certainly every architect has experienced the handicaps to his professional work due to this unlawful enterprise. I think we can look forward to a time in the not too far distant future when adjustments will have been made in these practices, which will provide for a professional business not so completely dominated by those influences.

The architects of America are becoming more vocal in their insistence upon taking their rightful and traditional place in American life, and the near future will probably determine what direction that expression will take. The inspiration which we may all receive from such gatherings as this, and from a meeting such as will be held in Washington in September of this year, when the architects of the world will assemble for a discussion of their mutual problems, will heighten our endeavors and make for a long step forward in the line of progress.

RESPONSE OF MR. DITCHY

Mr. Clair W. Ditchy, Regional Director, A.I.A., Great Lakes District, had the following to say:



Ditchy

This meeting primarily has a very practical purpose. It aims to increase the effectiveness of the architect. Before we consider the several means by which this may be accomplished, it may be well to take an inventory of the situation in which we find ourselves.

The architects gathered here today represent six states, i.e.; Wisconsin, Illinois, Indiana, Kentucky, Ohio and Michigan. These comprise the Illinois-Wisconsin and Great Lakes Districts of The American Institute of Architects and each of these six states, in addition to one or more Chapters of the Institute, has a State architectural society. Every one of these states has an architects' registration act, defining and regulating in varying degrees, the practice of the profession of architecture.

It is generally conceded that the prestige which the profession as a whole enjoys today and many of the practical advantages in one way of standard practices of which the individual architect avails himself in his daily work are directly attributable to the efforts of The American Institute of Architects over a

long period of years. Any step, therefore, in the direction of greater effectiveness, should be made with due recognition of the Institute's accomplishments. In fact, the Committee on State Organization, a committee which has the widest national representation of any architectural committee in existence, has definitely gone on record as favoring one national architectural organization, that organization to be The American Institute of Architects. The Institute on its part in recent years has so amended its By-Laws as to encourage the unification of the profession and to give representation nationally to all practicing architects.

The necessary machinery has been set up within the By-Laws of the Institute to provide for a close cooperation between the Octagon and the State Societies, as well as the Chapters. A logical sequence to these developments is the Conference which we are opening here today and which it is our hope and aim will lead to the organization of a Great Lakes Regional Association, and if I may be so bold as to express a beneficent wish for territory outside, my jurisdiction, that a similar organization will be formed for the Illinois-Wisconsin District. May I at this point quote from the By-Laws of the A.I.A.

Chapter IV

Regional Districts

Article 1. PURPOSES AND NUMBER OF REGIONAL DISTRICTS.

Section 1. Purposes of Regional Districts.

In order to forward the objects of The Institute, unify its efforts, and better administer its affairs in the various parts of its domain and to coordinate and combine the efforts of its members within the several parts, The Board shall divide the domain of The Institute into districts, each of which shall be known as a REGIONAL DISTRICT.

Section 2. Number of Regional Districts.

The Board shall establish ten regional districts, each of which shall comprise the territory of one or more states. The Board shall fix the territory and boundaries of each district, and may change the same from time to time as it deems to the best interests of The Institute, but no portion of the territory of any state shall be included in more than one regional district. One regional district shall comprise the territory of the state of New York.

ARTICLE 2. ORGANIZATION OF REGIONAL DISTRICTS.

Section 1. Regional Associations.

Within each regional district The Board, with the consent of the chapters within the district, may organize an architectural association to embrace the entire district. The membership of each such regional association shall comprise the chapters and the state association members within the district, and it may be open to corporate members if the purposes of The Institute will best be served thereby. Each regional association shall be an unincorporated non-profit membership association with its own governing board, under the guidance of the regional director of the district, and with a name, by-laws, rules and regulations approved by The Board. The expenses of each regional association shall be met by its constituent chapters and state association members and The Institute as they shall agree, and there shall be no admission fee or annual dues payable to the regional association."

We have here a provision which has never before been utilized. The advantages of such regional groups as are herein contemplated are manifold, for through them may be extended and expanded the benefits of the work of The American Institute of Architects.

As matters stand today, the activities of the Institute are in a large measure centralized in Washington. The various committees, the officers and the Board of Directors perform their tasks diligently and pass along to membership as best they may, the valuable information and guidance which their efforts bring forth. Where well organized chapters exist, this problem is not too difficult. But unfortunately, many of our practising architects are not in large communities and are denied the privileges which a large chapter offers. The same may be said for our state societies for they fail to reach the isolated members in a very effective way.

It is hoped that through the instrumentality of the Regional Association, a closer cooperation among the individual members of the profession may be effected and at the same time the profession may be better established and more fully recognized as a vital element in the progress of our communities.

This move is frankly one of decentralization. By that we do not mean a weakening of the Institute in Washington; in fact it may impose added burdens upon the Institute headquarters. But it does mean that the Institute will be implemented in the field with another vehicle to aid in its work, and in the accomplishment of the purposes for which regional districts have been established.

Our ultimate aim is to promote public appreciation of architecture, to increase the effectiveness of the architect, and thus to improve the physical character of our communities. A concerted effort must be made to create a greater and more intelligent public interest in the value of good architecture. Poor planning and poor building may impose upon a community a handicap which it may take generations to eliminate, or which may never be fully overcome.

Attention is being focused today upon the economy of, and need for intelligent planning. Our Federal agencies in rehabilitating the mortgage market have emphasized the importance of this principle. Our loaning institutions are anxious to avoid a repetition of the losses sustained during the depression and which were traceable directly to a disregard for proper planning and supervision. The stage is, therefore, set for the architect to take advantage of the public's consciousness of the value of good architecture. To do this requires an alert and energetic group and hence we may appreciate the importance of the steps for greater organization which we are taking today.

We live in an era of group organization. Our modern facilities for communication and transportation have been conducive to the formation of countless professional, social and business societies. Every economic group furthers its purposes and impresses the public with its entity through close cooperation and organized action. The public has been led to expect that any worth while movement or cause will be properly and forcibly presented in the modern manner and that the absence of such a manifestation may brand a cause as trifling and inept. It is naive, therefore, to assume that architects as a class may prosper and achieve their worthy objectives by eschewing or ignoring this well established procedure, and following in its stead a rigidly respectable but ineffectual isolationist or non-conformist policy. I do not mean to infer that the lack of an aggressive policy in this regard forebodes the death-knell of the architectural pro-

profession, albeit there are keen students of the problem who do. But I am more particularly impressed by the fact that because of our lassitude and an apparently inherent aversion to subscribing in any measure to current methods, honored by observance in other professions, we have allowed and continue to allow the public in many respects to be duped with shoddy and vulgar offerings in lieu of honest design and materials. There is an indictment here which I find difficult to set aside.

Our first step then is to develop and strengthen our organization so that we may have a positive approach to these problems. We hope to effect in these sessions an exchange of ideas which will be of great benefit to every architect. We hope to stimulate greater interest among our members in this important but neglected phase of professional practice. We envision eventually, a medium through which the public may be more generally and positively informed of the value of architectural services, the standards of architectural practice may be strengthened and improved, the architect's potentiality as a vital servant of the community may be recognized, ignorance and misinformation may be challenged, and the shyster and the charlatan may be apprehended. Here indeed is a cause to which we may with courage and conviction rally.

Friday Afternoon

At the afternoon session Friday a symposium on housing and city planning was held. Mr. Walter R. McCornack, F.A.I.A., Dean, Department of Architecture, Massachusetts Institute of Technology, presided. The principal address was by Dr. Robert W. Kelso, president of the Citizens Housing and Planning Council of Detroit.

At this session a Resolutions Committee was appointed consisting of Messrs. Emery Stanford Hall, Elmer C. Roberts, Gerrit J. deGelleke, Wilbur Shook, Kenneth C. Black and Howard Dwight Smith. Resolutions prepared by them and adopted at the last business session are reprinted elsewhere in this issue.

DR. KELSO'S ADDRESS



Dr. Kelso

Home ownership is a myth, Dr. Robert W. Kelso, president of the Citizens Housing and Planning Council of Detroit, declared in an address on "The Social Need For Better Housing" at the symposium on Housing Friday afternoon.

Dr. Kelso's talk was reprinted in full in several newspapers. We regret that space does not permit the printing of the full text here.

"Public men and other leaders still talk of it as being necessary to the salvation of empires just as presidents and monarchs still talk of large families and still urge the couple on a thousand a year to have ten children," said Dr. Kelso, who is director of the Curriculum in Social Work of the Horace H. Rackham School of Graduate Studies at the University of Michigan.

"If the American public were less prone to be satisfied with the credistic morality of ages gone by and more inclined to think of the real, hard, cold facts of living in this present day, we would add to those wise commandments against theft, covetousness, and adultery a decree that thou shalt not as a people permit the human family to live in squalor."

"We have lived together in new America long

enough to realize that the welfare of the individual citizen and home dweller is inextricably bound up with and dependent upon the common well being. We may develop our laws on crime and upon the police power in the protection of the public health to a high degree of perfection, but we shall never get at the causes which drive the individual into anti-social conduct until we shall have done something that is constructive and preventative in the matter of the home conditions under which grown-ups have to live and in which children are to be born and brought up.

"Today home ownership is only an ideal, and for a good and increasing reason. That reason is the mobility of labor coupled with the uncertainty of income. The American laborer is almost nomadic in the sense that he must follow the job wherever it leads him. The average stay of an executive, working as most of us work for a national corporation, is said to be about two years in any one place. The average for the laborer is a matter of months."

"Home ownership is declining rapidly toward the vanishing point; and the lower cost housing in the future is housing for tenancy only and needs to be thought of in its construction, its financing, and its maintenance on a rent-house basis.

"We have no practice in this country of setting up a minimum standard in housing and requiring that no residence shall be allowed to fall below it. Poor families cannot buy new houses. They can seldom rent them. They are supposed to live in wasted areas, abandoned by their former occupants who have been able to move to something better. In this present year of grace, decent homes available to low income families are practically non-existent."

"The social results of sub-standard living are an ugly story. Of course it is not the whole cause of disease, of delinquency, of family wreckage, of illegitimacy or even of city filth; but when these conditions are found invariably attendant upon sub-standard housing in wasted city areas a reasoning man comes naturally to the conclusion that the two are closely related and that if by setting our national house in order we could reduce the sub-standard condition, we might by the same token reduce the social evils that go with it."

"Human tragedy, social wreckage, and civic loss are involved in slum conditions. A blighted residential area is always one of declining values and of tax delinquency, and the slums of a city are its most expensive luxury."

"So absolutely parallel are the lines of sub-standard housing and of social ill-being that there is no known exception to the results. The story is best illustrated by a spot map. Try this experiment for instance: Take an outline map of your city and insert a black-headed pin at every point from which a case of tuberculosis was reported to the board of health last year. Take another outline map just like the first and stick a red pin into every spot in which a juvenile delinquent was located. Take now a third map and spot every police call; a fourth map showing every fire call, and finally a fifth map showing tax delinquency."

"Now line these finished maps up side by side on the wall. You will be surprised to find that you have a forest of these various colored pins all in the same parts of the city. And you will be still more surprised perhaps to discover that in sticking these pins in the maps you have carefully and accurately outlined the slum areas of your city. If you could take a composite photograph of all five it would show one single map of solid pins covering the sub-standard areas. There would be no blurred margins."

"There are those who say that the slum is a natural attendant of city life and they point to the fact that sinks of this kind have existed in all the cities of the world since the beginning of aggregate dwelling. This is of course true in the same way that it is true that dogs still have fleas and that mankind from the dawn of recollection to the present moment has always had lice. The fallacy in both instances lies in the assumption that since it has been therefore it must always be."

"Just as man has always been until lately a surface crawling creature, unable to fly, so it may well be that in the less obvious world of endless change man may cease to be the inchoate accidental dweller in milling mobs and become the inhabitant of cities organized and maintained reasonably upon the basis of knowledge that already exists concerning human needs as to health, safety, decency, convenience, and the beauty and amenity of his surroundings."

Positive coordinating action by the people of the United States is required to bring anything like order out of the existing housing chaos, Dr. Kelso asserted.

"The dweller himself cannot remove the substandard conditions in which he lives," he continued. "If he had the understanding and could get his fellows together he has not the means with which to do anything about it. A careful study of 1934 revealed the fact that somewhere in the neighborhood of 52 percent of the city dwelling families of the United States were receiving less than \$1,000 a year total income."

"The situation can be very little better today and something like 10,000,000 workers have no job. Government is supporting them with direct and work relief and is struggling to find them housing—not standard housing by the way—but just housing at \$20 a month or less."

"At the other side of the picture the same governments are taking thousands upon thousands of properties for delinquent taxes. In Michigan they are getting set to sell these properties back to the land speculators who deal in them, and who, for the most part, allowed their taxes to become delinquent, at a very small fraction of a fairly low assessed valuation. When this result is accomplished we may expect the old lot-selling racket to start all over again. That is to say, we are still thinking normally and naturally in terms of property and vested interests. We are overlooking the common welfare."

"The problem of housing cannot be dealt with constructively without a reasonable zoning for land use in our cities; and that zoning cannot be effected intelligently without careful regional and city planning. These are three distinct steps in progress toward competent housing. At the base of them lies intelligent public understanding of the main features of the problem with an equally intelligent public opinion emerging therefrom."

Dr. Kelso spoke at 4 p. m., before a symposium on housing and city planning of which Walter R. McCornack, dean of the department of architecture at Massachusetts Institute of Technology, was chairman.

Following Dr. Kelso's talk, Dean McCornack gave the best brief on what should be done about housing we have ever heard.

COLLEGIATE

Ralph Yarger to Roger Allen: "I'm glad to meet you. I have enjoyed your writing and particularly the piece recently about a college boy who applied to you for a job, you said you knew he was a college boy because his coat and pants didn't match." Ralph's face flushed as he noticed that Allen was wearing blue and green striped trousers and a coat of salt and pepper tweed.

Friday Evening

On Friday evening, June 23rd, Mr. Thomas E. Tallmadge, F.A.I.A., delivered a most interesting and instructive illustrated lecture on the restoration at Williamsburg.

Saturday Morning

An interesting informal event was a breakfast given by Mr. George J. Haas of Stran-Steel Division and Mrs. Haas at Hotel Hoffman at which Michigan delegates and their wives were guests. George and his company can always be depended upon to come through with the right

thing at the right time.

At the Saturday morning session it was moved by Mr. Leigh Hunt and seconded by Professor George M. McConkey that in case of a deficit resulting from the expenses of the conference the amount be raised by assessing Chapters and State Societies in the Great Lakes and Illinois-Wisconsin Districts. The motion was passed.

At the general session Saturday morning Mr. E. D. Pierre presided and talks were heard on the subjects of Membership Publicity and Unification.

NEW HORIZONS

Mr. Edward D. Pierre, President, Indiana Chapter, A.I.A., presided and spoke as follows:

THE ARCHITECTS OF AMERICA are vitally linked with the future of America.

AMERICA'S HOPE for social and economic advancement lies in the continuous improvement of its living conditions, its homes and its communities.

IT IS NO LONGER A QUESTION of merely providing places where people might live, work and play.

THE ALL IMPORTANT ISSUE TODAY is the kind and character of the means created to satisfy normal, healthy needs. This applies to the community as well as to the home. The home is the foundation of our social order, and in the final analysis the continuous profitable employment in the building of homes and communities is the very root of a sound economic system.

THE ARCHITECTURAL PROFESSION can make a great and lasting contribution to such a social and economic structure. On its initiative, its ability and its sincerity depends whether or not it shall measure up to its opportunity.

THE PROFESSION must assume its rightful leadership in the shaping of the architectural destinies of the nation. It must interpret the tastes of the people, provide the standards and the pattern of homes and communities. It must provide the vision and the inspiration that will realize that vision. THE ARCHITECT MUST BE THE MASTER ARCHITECT OF HIS COUNTRY — THE MASTER ARCHITECT OF AMERICA.

THE PRESENT NEED IS FOR VISION based on ideals, on fundamentals of thought, of action, of life, of private and public responsibility, of economic well-being, of a new order of initiative in related effort, of cooperation based on loyalty and understanding.



Tallmadge



Pierre

AMERICA NEEDS A NEW CONSCIOUSNESS. The Architect in cooperation with the industry should fire the imagination of our people for improved craftsmanship, improved living standards, better working conditions, safety and wholesome play for our children and better buildings, better communities. We have a romantic story to tell and should tell it.

WE HAVE THE FACILITIES for inspiring the popular mind,—the steam shovel, the girder high in the air, the magic of the human mind as they change wood and brick and metal and cement and stone into a creation of loveliness and utility. These are our very own and they can fire the imagination of America if we'll but use them. The next era might be the Era of Craftsmanship. This involves the youth of America, and that's news.

EVERY MAN, WOMAN AND CHILD should be taught to realize that the future of towns and cities, the future environment of citizens and the very future of our country is vitally linked with a proper and realistic concept of the problems which exist in their own communities. None of these problems are new, nor do they differ greatly between one community and another.

NO HONEST APPRAISAL can ignore the blight that rests in some degree in every community in the land. It lurks in the shadows and the misery of mean, crooked, little streets in the slums and hovels where children are supposed to laugh and play in the decay of homes, slowly deteriorating for want of care.

CITIES AND TOWNS must no longer be permitted to grow without rhyme or reason. There is evidence on every hand to drive home the terrifying urgency of this statement. If there are unbelievers, let them look at the unrest in these crumbling cities, where whole areas are deserted to obsolescence and ruin. Let them travel these crooked and mean little streets and see the misery, the idleness, the crime emanating from shacks, the product of an indifferent age.

THERE IS BUT ONE COUNTRY TO BUILD and but one program is needed. This can be done in one of three ways:

1. By Government.
2. By Industry.
3. By Government and Industry in Cooperation.

We should decide on the plan we like and promote that plan. There must be an end to confusion. The antidote for confusion is organization.

THE ISSUE IS PLAIN. Building will become more and more a function of Government, if private industry does not accept its measure of the responsibility. The extent to which Government has entered the field is a challenge to the Architect and the Producer and the Contractor and the Craftsman. **IT WILL BE A DEFINITE MARK OF PROGRESS** when the functions of Government and Industry are clearly defined.

THERE IS NO ESCAPE FROM THE FACT that each of us has a responsibility of some kind to society, and that every group to justify its existence must accept its rightful share of the responsibility placed upon it.

TWO STEPS SHOULD BE TAKEN. First, a roll call of the abilities and resources of the profession including in it every competent architect and draftsman. Secondly, a plan should be developed.

THIS PLAN should be the Work Program for America and should take into consideration the needs of our people for a long time to come. This plan should take into consideration the encouragement, the development and the blending of all our abilities which enter into the creation of sound construction values. This plan should contemplate the planning of communities according to sound planning and building standards.

Ours is the responsibility of inspiring, of visualizing a glorious nation of homes and communities. We should invite other groups of the industry to share in this program. When all combined have kept faith with the sacredness of our trust as true builders for America, we have another obligation. That is to label our product so all may see and understand. This will be the "Hall Mark" of good building for the discriminating buyer.

When the rank and file of the people of America understands as well as appreciates what we are trying to do we will see a great improvement in our American building standards,—well-planned communities, neighborhoods restored to former usefulness, slumless towns, beautiful new towns, better environments in which to live, love, work and invest.

MEMBERSHIP

A Paper by Mr. Alfred Shaw, chairman, A.I.A. Committee on Membership. In the absence of Mr. Shaw, the paper was read by Mr. Arthur K. Hyde, a member of the Committee.



Hyde

It is with great regret that I send this paper to be presented. Were it possible I should have enjoyed the personal associations and benefited from the subjects discussed at this meeting. It is hoped, however, that this paper will start as interesting a discussion as if I had presented it personally.

My report to the board this year stressed the need of a broad membership base for The American Institute of Architects. This I believe to be necessary in view of the changing national philosophy. Our present leaders need the backing of numbers to represent the profession adequately. I quote from the annual report of the Membership Committee—

"At this point permit me to remind your Board of the two familiar and controversial philosophies of recent years in the Institute; the one, embracing the more aesthetic and distinguished elements of our profession, and therefore limited and restricted in its scope; and the other embracing the entire profession from the student to the struggling practitioner and the retired laureate.

The first philosophy, an ideal one for the early days of the Institute, revolved, and rightly so, around the good influence which could be and was brought to bear by means of groups of architects of ability and distinction. This tradition, placing them not only at the head of their profession, but also in the public eye, qualified them to represent the profession and to exert local as well as national influences on the entire architectural tradition of the country.

The second philosophy embracing the entire profession has been described as losing some of the distinction of The American Institute of Architects, but it does not seem that this should be so, since in embracing the rest of the profession, junior members and others who have not been members, we may merely consider that the base of the pyramid has been enlarged and that the distinction of the Fellows and those at the top of the profession is, in a sense, only elevated."

To achieve this broader base the standards of entry are not to be lowered, but it is hoped that the psycho-

logical approach can be changed. Instead of the old approach, which might be, "Read over our application and if you consider you can qualify we will look you over". There certainly has been a good deal of that sort of thinking.

We would have the non-member architect feel "We want you to be a member; our ethics and qualifications are only those that any good architect should have. We hope you qualify."

This is the philosophy which has given the Committee on State Organization so much of their success.

In other words, along with our customary methods, let's have a little love in our application blanks.

You will be pleased to know that at the suggestion of our committee among others, the board has declared that the graduates of accredited schools of architecture will receive each year from the President of the Institute a personal greeting. This greeting will apprise the young men of the aims and purposes of the Institute, urge them to be junior associates and start them off aware of the fatherly attitude of the Institute. This year I would like to be a student knowing the grace and spirit with which this message will be given by our President.

Working with the Board, Mr. Shreve of the New York Chapter has with great pains drafted a paper which expresses the aims and accomplishments of the Institute. This is a convincing document and it is proposed to present to each chapter membership committee a brief, explicit and dramatic digest of this document. The profession in and out of the Institute should be more aware of the influence, the structure and the benefits of the Institute and we feel that this document will further inform them. We hope particularly that it will inform the non-members not only of what a boon the Institute has been to them, but what greater significance it will have and what greater good it will bestow if the whole profession is within its fellowship.

This general scheme of the broader base of the strength of numbers as well as ethics, this desire to have the whole profession in our membership, is what I suggest for discussion. The Institute, as a body, and its leaders, as individuals, can have only a beneficent and stimulating influence on the architectural profession. Is this not really our great aim?

PUBLICITY

A talk by Talmage C. Hughes, Secretary, Detroit Chapter, A.I.A., and member of the Institute Committee on Public Information.



Hughes

I do not expect to tell you anything new about publicity. There are delegates here from other sections where considerable progress is being made, and I hope that the exchange of ideas will be helpful to all.

In leading the discussion I should like merely to point out a few aspects which I have found interesting.

To begin with, the principles to be followed in obtaining publicity are simple truths employed in other endeavors. But, as truth is stranger than fiction, so is publicity sometimes stranger than either, and, since we are dealing with the public, the results often show up in unexpected ways.

The preparation of copy is all-important and may mean the difference of getting into print or not. Back

of every story there must be human interest. As the news-men say, something the public can get their teeth into. To every article is applied the query, "Where is the story?"

I recall meeting a real estate editor at the opening of a "Model Home." His question was, "How does this home differ from all the other so-called model homes?"

If that question is difficult to answer then it is difficult to make news. In this case the writer may have to use "bear oil." "Bear oil" is a term used by the advertising fraternity and means giving to a product qualities it doesn't have, putting some glamour into it.

This sometimes leads the article away from the author's intentions. I recently read a feature article by Norman Bel Geddes, in which considerable space was devoted to the defense of his proposed national highway system.

The only reason for such a defense was the fact that the treatment of the original article had played up the element of speed, whereas this was only a by-product of the design. This was something the public could understand, but over-emphasizing it caused some adverse criticism.

There are two methods of approach. First, the forwarding of material to newspaper without regard to its arrangement for publication, in which case considerable editing has to be done; secondly, the assembling of material so that it will be ready for use. The latter method is much better, because it does not place a burden on the editor. He can with a minimum of work prepare the material for publication. Every effort should be made toward this end. The newspapers are rendering us a service and they deserve our cooperation. If we expect a continuance we must try to understand their problems.

We should not feel disappointed if all of our material is not used. There are certain physical limitations that govern this and it is better to send too much material than not enough.

Good policy demands that the reader's interest be caught in the opening paragraph, yes, in the first sentence. That's the reason for the five W's—Who, What, Where, When and Why. A newspaper article reporting this meeting would probably open like this:

"America's housing problem is a challenge to her architects, Dr. Robert P. Kelso, president of the Citizens' Planning and Housing Council of Detroit, told 100 delegates at the opening session of the Mid-West Architectural Conference at the University of Notre Dame today."

Then go on with the story, but the picture of what it's all about is in that first sentence.

I have arranged a few placards, which as over-size cards, form my notes.

- (1)—First, we have publications of architectural organizations. They disseminate information within the profession and form a medium of exchange among the various groups. To do the most good they should be sent to the newspapers and press associations. And right here let me say that a most important consideration is the element of time. Copies of more important material should be sent to newspapers in advance of our own publications.
- (2)—Next we have national releases such as those sent out by The American Institute of Architects. Mr. William Orr Ludlow is chairman of the Institute's committee on Public Information and he is doing a wonderful job. I had hoped that he might be with us today but other engagements prevented. However, I have a message from him which I would like to read to you. He writes:

"Your convention, will undoubtedly make a lot of architectural news.

"Don't forget to send me some of it."

"When you make your talk on Public Information will you please give my warmest greetings to the convention, express my disappointment at not being able to be with you, and tell them that my fervent hope is that there will come out of this gathering a lot of enthusiasm, **expressed in action**, for Public Information.

William Orr Ludlow

Mr. James T. Grady, the Institute publicist sends out these releases regularly and it is surprising how consistently they ring the bell.

I am convinced that for the present anyway, everything that is possible to do in the way of national publicity for the profession is now being done. The rest is up to the local groups. Institute conventions have considered more intensive programs but so far there is no ground on which there could be anything like majority agreement.

- (3)—Here is an example of releases sent out by Mr. Grady, and at this point I would urge you to send copies of articles which have national interest to Mr. Ludlow. This is an article which I wrote. I show it because it is the only one I have to illustrate the point. It appeared in two papers in New York, two in Washington, one in Detroit, one in St. Petersburg, Fla., and I don't know how many others. When we have good material it deserves a larger than local circulation.
- (4)—Publicity crops up in unusual places, and its results are sometimes unexpected and far reaching. It is rather indirect procedure. Here we have the beginning of publicity on the Federal Home Building Service Plan. It took a lot of publicity and a lot of hard work on the part of Jim Follin, to even get the architects interested, but once they did organize a great-deal of good resulted. Of course, it's a controversial matter, because it involves limited service for a limited fee, but, aside from that, there is no better beginning for publicity. The importance of architectural services on the small home, which is supported by the Federal Government, the lending institutions and others should not be passed over because of lack of complete agreement on details. It is an opportunity for the architects to control this important work.
- (5)—The publicity attendant upon our local group resulted in the Greater Detroit Home Builders' Association engaging the group to design 37 small houses built at one time as a demonstration project in a two block area on Duchess Ave. As a by-product, the Detroit Steel Products Company held a competition among our members, of which Mr. Ditchy was profession advisor, for a modified colonial house design using steel casements.
- (6)—The first prize by Hyde & Williams. This may be indirect as far as publicity is concerned but it serves to point out how publicity turns up in unexpected ways. The sum total of such activities resulted in architects getting into things, which is, of course, the best publicity of all.

For instance, the Detroit News requested that architects' submit examples of good small homes designed by them.

- (7)—Here is the treatment of one by Mr. Ditchy's firm - and below several by Hyde & Williams.

At the Michigan Society of Architects' Silver Anniversary Convention in Detroit last March, we had an architectural exhibition. Mr. Stirton was chairman of the committee and he did a wonderful

job. It was open to the public and much valuable publicity resulted. At this convention was a lecture, with colored motion pictures, by Mr. Alden Dow of Midland, Michigan. To this also the public was invited. Mr. Dow also spoke at the Detroit Institute of Arts and the response on the part of the public was such that the management of the Institute have invited the architects to supply speakers for a series of talks this fall and winter.

We have an invitation from a Detroit radio station to provide speakers on architectural subjects to be broadcast at intervals, the details for which are now being worked out.

Publicity just for the sake of satisfying one's desire for publicity is not worth the effort, but publicity well directed with a long-time viewpoint will, in my estimation, do more than anything else to accomplish many things the profession has so long needed.

UNIFICATION

A talk by Mr. Leigh Hunt, State Association Representative on the Board of Directors, A.I.A.



Hunt

I have been asked to talk on the "Unification Movement", sponsored by The American Institute of Architects . . . what it is and just what this movement is expected to accomplish.

First, why did certain leaders in The Institute, think that the unification of the architectural profession was necessary?

I have heard certain old timers, not only in Wisconsin, but in other states, tell tales and paint word pictures of the profession that were none too flattering. They stated that the architects were individualists, were suspicious and jealous of each other and without a trace of tolerance. There may have been some truth to these statements, for again goes the story that not many years ago if one architect saw another coming down the street, he would cross to the opposite side rather than meet him face to face.

The American Institute of Architects' chapters launched a program of expansion, state societies appeared, and cooperation followed. Architects—well known ones—met the lesser known at meetings and picnics. They became friends, called one another by their names and were heard to say, "Bill is a swell chap—wish I had known him before."

We began to find in each other certain talents and abilities and found that our social contacts, especially in group meetings, were helping our profession to gain recognition from the public—not as eccentrics, but as professional men necessary to the development of any community.

The history of the State Society shows us that it was conceived and the societies formed by chapters in order that united action and legislation and code matters could be undertaken by the majority of the architects in the states. For many years at the A.I.A. conventions Unification had been discussed from the floor but it was not until the 1937 convention in Boston that a definite movement was made by the Institute to induce the State Societies to join as State Society members.

A committee on Unification was created with one representative from each of the existing State Societies. This was continued at the 1938 convention in New Orleans and a Director for State Societies was provid-

ed for, this Director to be selected by the Delegates of the convention meeting of State Societies and elected by the Convention. This required a change in the by-laws so that new directorship has been without vote since appointment in New Orleans.

This director has, however, attended all directors' meetings and has been given a budget for traveling expense.

I was recently informed that the number of registered Architects in states having registration was 14,800 in round numbers and that those practicing in states without laws would bring the total to 18,000. The Institute has approximately 3000 members, or one sixth of the total in the United States.

Most of the better known names in Architecture, are among those listed in the Annuary and The American Institute of Architects is generally recognized as the National Organization of the profession.

There has been much talk of making the Institute an all-inclusive national organization but due to corporate restrictions and other details which are of necessity slow of change, it was decided to invite State Societies to join The American Institute of Architects as State Society members so that at least for the present the Institute could represent the profession in National affairs without effecting the autonomy of the State Associations.

The representative for the State Societies in cooperation with the Committee on Unification and the Board have worked hard since 1938 when there were but four state associations affiliated with the Institute—Michigan, Ohio, California, (North and South) and Wisconsin, and eleven others not affiliated—Kentucky, Indiana, Alabama, Mississippi, Florida, Oklahoma, Kansas and Texas which are now changing By-Laws necessary for affiliation. Kentucky is now a full fledged State Association member.

Illinois is now voting on affiliation and Maryland, Delaware, New Jersey, Pennsylvania, Virginia and Nevada are to vote between now and September, 1939.

A report from the Committee on Unification and the State Society Representative were submitted to the Executive Board during May of this year and these reports indicate a keen interest of the architects in Unification and of their desire that the Institute be the national organization representing the architects of their country in national issues as their spokesman.

It is now 82 years since the Institute was founded and our profession and the science of building has seen many changes since then.

Architecture is both a profession and a business today and if we are to keep our place as leader of the Construction Industry we must increase our business efficiency without lowering our esthetic ability in order that we will be of ever increasing usefulness to the public.

We do not know of any member of the Construction Industry better qualified than the Architect to stimulate building. We believe that they, the Architects, should start through study assisted by all members of the construction industry to determine what steps should be taken to lower the cost of material and labor without lowering standards of living of those in the industry.

Unification of the architectural profession is needed today in order that the construction industry (the second largest industry in the United States) can have a strong leader to guide it to better days.

Saturday Afternoon

On Saturday the afternoon was left for recreational events and many of the delegates took advantage of the University's facilities for golf, swimming, etc.

Saturday Evening

At the banquet on Saturday evening, Roger Allen, designated by Mr. Ditchy as the Ace of American Architectural humorists, was toastmaster. Among others he called upon Rev. Thomas Steiner, C.S.C., Provincial of Holy Cross, Notre Dame, Indiana, who made a most interesting and human response.

Other distinguished visitors were Mr. and Mrs. Earl H. Reid, Jr. of Billings, Montana. Mr. Reid, a former Michigan Architect, and Mrs. Reid were returning home after attending the national convention of Kiwanis Clubs at Cleveland

THE TOASTMASTER

Among other things, Mr. Roger Allen, toastmaster at the banquet had the following to say:



Rod Allen

"President Maginnis, Ladies and Gentlemen;

And I am very glad that I can say 'Ladies' as well as gentlemen; at many gathering of architects there are no ladies present, and the architects have nothing to look at but each other. There have been complaints about this.

"On an occasion of this kind a toastmaster is merely a necessary evil; he is merely the punk that sets off the fireworks. The best and highest type of toastmaster is the one who does not attempt to impress his own views on the listeners, but who merely, briefly and courteously introduces the speakers and then sits down.

"I am not like that at all.

"If I behaved like that, how would you find out, for instance, my opinion of the office building for the Johnson Wax Company at Racine Wisconsin, designed by Mr. Frank Lloyd Wright? Of course, there is the gruesome possibility that you do not care what I think about the office building at Racine, Wis., designed by Frank Lloyd Wright. I dismiss this remote possibility and proceed to tell you that on the whole I am satisfied with this building, except for one thing. Definitely I am opposed to the idea of reinforced concrete office columns shaped like gigantic golf tees. I would not do my best work in an office where every time I looked up from my work—and I am no mean looker-up-from-work, either—my eyes fell on such a graphic reminder of the inadequacy of my golf game.

"I remember I once got lost, up in the Upper Peninsula, during a hunting trip, in a patch of wood that my guide had told me no one could get lost in. Like so many people, he under-estimated my talent. I could get lost in a telephone booth, if I could get into a telephone booth. At any rate, I wandered around in that patch of forest for some time, and I remember thinking to myself, 'Well, this is the farthest I ever got into the woods without a caddy.'

Mr. Allen then discussed the activities of a little group of deep thinkers called Architect Inventors, Inc., to which he belongs; a group that among other history making achievements invented the stationary elevator, for one-story buildings. "This venture was not a financial success; we never got anything out of it but some pretty bitter letters from a man named Otis."

As toastmaster Allen was not only up to his usual good form but he turned in a brilliant performance, more than justifying his title—Ace of American architectural humorists.

THE NOBILITY OF ACTION

*The address of Father Hugh O'Donnell, C.S.C.,
Vice-President of the University of
Notre Dame, at the banquet*



Rev. O'Donnell

As I told you yesterday, it is a pleasure to extend official greetings to this group of mid-western architects and to welcome you to this sanctuary of learning. I hope you have enjoyed here the peace and quiet of this university city. I am not so bold as to declare it, "A Medieval Walled Town"—to play on the title of one of Dr. Cram's works—as an architect-friend once characterized it. It is simply Notre Dame.

The campus portrays itself, regardless of the contrast between the old architecture of the quadrangle, and the new of the beautiful mall for which your distinguished president, Mr. Charles D. Maginnis, is so largely responsible. I assume you have detected the reason for the spirit of Notre Dame—that indefinable something which permeates one's very being. It is the soul of Notre Dame—that precious legacy given to us by the courageous Sorin, the founder of the University. It brooks description or definition. It might be characterized, however, as a combination of the spiritual and material as embodied in the words "faith" and "work". For nearly one hundred years it has hovered over this shrine of education carved out of the wilderness of Indiana in 1842.

Your profession, my dear friends, is a noble one. The soul of your work is the art of building. Or, as someone has said, "The art of building beautifully and expressively." Accordingly, there rests in you the heavy responsibility of creative work which must endure beyond the span of the designer's life, as one of my confrere's has so aptly declared.

The thing which first existed as an idea, and later as a tiny thumbnail sketch, becomes a three-dimensional reality which you can place your hands on; an idea in which people live and die for generations. In a certain sense you are creators. Hence you enjoy, reflectively at least, a closer and a more solemn kinship with the Great Fact of Creation than is found in painting, sculpture, music, and the fine arts generally.

At a convention of this nature your discussions, no doubt, have been directed to the preservation of the soul of architecture—to the ideals and resultant standards embodied in the art of building. Assemblies of this kind, in my judgment, are all too rare. Without attempting in the least to be critical, I vouch the opinion that you should meet oftener, as other professional groups do, so that the country generally would come to recognize you, not purely as a group of designers interested in construction, but rather as a tangible force that is contributing its assembled thought to the serious problems of the nation itself. Furthermore, it would indeed be fitting if a suitable pronouncement of a definite and vital nature would be issued by this assembly of mid-western architects. Sound, progressive thinking has always come from this section in the past, but it has been more the brilliance of an individual, rather than a school of thought.

Having in mind that the term architect means "master-builder," it refers as such to all building. Yet there is a tendency at present, in the expansion of modern life, to get away from the real basis of construction and, as a result, the architect is removed

from his proper estate. Projects such as bridges, viaducts, parks, and other enterprises, have been left to those outside the profession. In my judgment this condition should not exist. The individual architect is still the captain and leader of building construction and he should be so recognized. But is the profession, as such, fulfilling its commission of leading the building industry? Is the profession emphasizing the factors that go to make up its soul? Are you gentlemen cognizant of the importance of preserving that soul?

These are just challenging thoughts and I give them to you for what they are worth—and I am entirely aware of the fact that they may not be worth very much. In any event, I trust that the atmosphere of Notre Dame has stimulated you in a review of the purposes of your profession, and in a decision to adopt certain methods of defense in order to protect its standard from the inroad of a streamlined modernity, somewhat characteristic of a "Zephyr on wheels." The soul of your profession demands that the ideals of the true, the good, and the beautiful be preserved. And to preserve that soul, there awaits you the nobility of action.

THE PRODUCERS' COUNCIL'S PARTICIPATION

*A talk by James W. Follin, Managing Director,
Producers' Council, Incorporated—
At the Banquet.*



Follin

Arrangements for The Producers' Council's participation at this first regional Architectural Conference, held under the auspices of the Great Lakes and Illinois-Wisconsin regions of The American Institute of Architects, and Michigan and Indiana Societies of Architects, were made, principally, through the efforts of J. Frank Cantwell, Secretary of The Producers' Council Club of Indiana.

Hearing of the proposed regional meeting, Mr. Cantwell conceived it as an excellent opportunity for the Clubs within the two regions to cement further the relationship with the architectural profession. He communicated these thoughts to The Producers' Council Office. The Office communicated with Clair W. Ditchy, Regional Director of the A. I. A. and the principal promotor of the meeting—and secured the invitation for the Council Clubs to participate.

In the rush of making arrangements for this first meeting, it was not made clear to the Chicago Club that Council members generally were invited to attend, although there were four representatives present from that Club. These included Messrs. John Rosen and P. J. Van deNorth of Crane Co., J. B. Blackburn of the Indiana Limestone Corp., and W. S. Steinbach, Universal Atlas Cement Company. There was no one present from the Detroit Club but B. F. West, President of the Indiana Club as well as Mr. Cantwell, attended.

The Council Office prepared the 8 Clubs in the two regions for solicitation by Mr. Cantwell and he secured donations of \$25 from the Detroit, Chicago and Indiana Clubs. With this fund, he printed the attached pamphlet which was so formulated as to be of future use in similar meetings. He also provided some attractive prizes to be awarded at the ladies' bridge and the men's golf match, and for dis-

tribution at the banquet, through lucky number drawings.

This was the first instance of local Club cooperation on a regional basis and suggests the possibility of following a similar procedure when other regional architectural meetings are held, as seems likely to be the case.

It was suggested that should the proposal for Club Directors to be elected regionally by Council Clubs be adopted sometime in the future, that it might be well to lay the regions out generally coincident with the AIA regions.

A concluding feature of the Conference was a banquet at which about 200 were present with the inimitable Roger Allen of Grand Rapids as Toastmaster. The first address was made by Rev. J. Hugh O'Donnell, Vice President of the University of Notre Dame and the final address by Charles D. Maginnis, President of The American Institute of Architects.

Through the inability of Russell G. Creviston, Past President of The Producers' Council, to accept the invitation extended him, the Managing Director acted as pinch-hitter. He referred briefly to the basic purposes of The Council and its program of activities, emphasizing particularly its basic purpose to cooperate with the A. I. A. He referred to the Joint Committee of The Institute and The Council to promote the Home Building Service and the personnel of this Committee. The principal part of his talk was a plea to the architectural profession to take leadership in the present crisis confronting the building industry by virtue of the proposed investigation and prosecution of alleged improper practices in the industry, now under way by the U. S. Department of Justice. Also with respect to the incriminations against the industry on the part of various writers, particularly John T. Flynn's article in Collier's issue of June 17, 1939. He double-banked his suggestion with references to personal experience as Secretary of the Committee of the Construction League of the United States which sponsored the Construction Code and later, as Secretary of the Construction Code Authority. He expressed his belief that all branches of construction with their conflicting interests could not have been brought together under one Code but for the leadership of the technical profession including particularly Stephen F. Voorhees, Past President of the A. I. A. who served as Chairman of both the Code Committee and the Code Authority. He emphasized the fact that the architect is generally regarded as the most impartial element of the industry and is operating primarily in the public interest. He expressed his personal opinion that the building industry was both anxious and willing that the architect should assume this logical leadership before the public. He felt that the architectural profession should assure the Powers that Be that the building industry was interested in knowing which of its operations were improper and that they would cooperate fully with the Government in such investigations.

It appears that President Maginnis had already given considerable thought to the position which the architects might assume in the present situation and in the attached excerpts from his address he pledges "the earnest participation of the A.I.A. in any comprehensive inquiry into this subject."

It is significant that the Committee on Resolutions at the meeting of the Conference on Saturday morning proposed a Resolution which was adopted calling upon all architects to "courageously align themselves against the following prevailing harmful conditions and practices: 1) the existing and contemplated reg-

ulation and laws of state and local governing bodies requiring unnecessary and illogical work of various building trades, causing unjustifiable construction costs. 2) Provisions of building workers' organizations requiring unnecessary, illogical and expensive methods of procedure. 3) Practices of the various interests in building materials field which brings forces to bear on the makers of local and state laws and regulations to discriminate in their favor and against the interests of the public, thereby causing unnecessary and illogical expense in building."

J. W. FOLLIN

Managing Director

PRESIDENT MAGINNIS



Maginnis

Replying to charges that selfish groups within the building industry are blocking recovery by arbitrarily maintaining high costs in defiance of public interest, Charles D. Maginnis of Boston, president of The American Institute of Architects, in his address at the banquet, suggested a nationwide inquiry into the alleged abuses.

An aroused public is entitled to know whether the social aims of the Federal Government's vast slum clearance projects are being thwarted by artificially established costs, declared Mr. Maginnis, pledging cooperation of the nation's architects in any investigation that may be undertaken.

"So long as the causes of the depression remain inscrutable to the specialists, no interest can know the measure of its obligation to correct them," said Mr. Maginnis, who was the principal speaker at a banquet closing a two-day regional meeting of the Great Lakes and Illinois-Wisconsin Districts of the Institute.

"The building industry is generally recognized as the most fundamental factor in the national economy. We had grown to think of it as the chief victim of the business slump. But there are now those who are bold enough to say that the impediments to the general recovery are a responsibility of the building industry itself, whose high costs of labor and materials are paralyzing long-term investment. Not only this, but it is charged that these costs are artificially established and maintained by its selfish groups in defiance of the national interest.

"This is so grave an indictment that no element associated with building should shrink from an examination of its merits. The public is now particularly aroused over the failure so far to accomplish the reduced costs of construction which are necessary to realize the social purpose of the slum-clearance projects on which government is spending vast sums.

"It is clearly entitled to know, if, and what conditions in the building industry are working against this beneficent enterprise and whether the industry has the capacity and the disposition to remove them. I am sufficiently confident of the sentiment of the architectural profession to promise the earnest participation of The American Institute of Architects in any comprehensive inquiry into this subject.

"It has been stated of my own profession by a critic of consequence that architects are not sufficiently sympathetic with the economic phases of the modern design. That is, to this extent at least, inaccurate—that we have brought the most stark and scientific principles to the solution of the slum problem and the small house.

"The architect, if that be his job, can be as passionate in the pursuit of triumphant economics as he is known to be in the essays of his imagination. It is to be noted that his professional relation to the housing projects exceptionally encouraged his search for new materials and more up-to-date methods, an enterprise in which he has found himself in many communities in discouraging conflict with conservative building laws.

"It is clear that modifications can frequently be effected in these local regulations without prejudice to reasonable standards of safety. It is this principle of security, however, which warns us that there cannot fairly be exacted from any industry costs of production, however beneficial to the general interest, which do not allow an adequate regard for its own protection and efficiency."

ARCHITECTS REGISTERED AT MID-WEST CONFERENCE

Roger Allen, Grand Rapids, Mich.; B. D. Anderson, Chicago, Ill.; E. R. Austin, South Bend, Ind.; Carroll Beeson, Crawfordsville, Ind.; Wells I. Bennett, Ann Arbor, Mich.; Edwin C. Berendes, Evansville, Ind.; Kenneth C. Black, Lansing, Mich.; Russell Blankenbaker, South Bend, Ind.; G. C. Brubaker, Elkhart, Ind.; Chas. F. Cellarius, Cincinnati, Ohio; W. D. Cuthbert, Ann Arbor, Mich.; G. J. de Gelleke, Milwaukee, Wisc.; F. O. De Money, Chicago, Ill.; Clair W. Ditchy, Detroit, Mich.; W. M. Ellwood, South Bend, Ind.; Vincent A. Fagan, South Bend, Ind.; S. D. Fairclough, Chicago, Ill.; John R. Fugard, Chicago, Ill.; C. L. T. Gabler, Detroit, Mich.; Paul Godollei, South Bend, Ind.; George J. Haas, Detroit, Mich.; Walter B. Hair, Hamilton, Ohio.

E. S. Hall, Chicago, Ill.; Ralph W. Hammett, Ann Arbor, Mich.; Merritt Harrison, Indianapolis, Ind.; Morris C. Hertel, Chicago, Ill.; T. Y. Hewlett, Toledo, Ohio; Joseph C. Huber, Toledo, Ohio; Talmage C. Hughes, Detroit, Mich.; Leigh Hunt, Milwaukee, Wisc.; Arthur K. Hyde, Detroit, Mich.; L. L. Johnson, Attica, Ind.; Paul Kasurin, Ann Arbor, Mich.; J. R. Kelley, Indianapolis, Ind.; R. C. Kempton, Columbus, Ohio; F. W. Kervick, Notre Dame, Ind.; R. C. Lennox, Indianapolis, Ind.; Emil Lorch, Ann Arbor, Mich.; Charles D. Maginnis, Boston, Mass.; E. A. Martini (Miss), Bangor, Mich.; Harold V. Maurer, South Bend, Ind.; Harry L. Mead, Grand Rapids, Mich.; John H. Merrill, South Bend, Ind.; Callix Miller, South Bend, Ind.; J. E. Miller, Cleveland, Ohio; J. R. Monaghan, Indianapolis, Ind.; Fred G. Mueller, Hamilton, Ohio; H. H. Munger, Toledo, Ohio; Clarence T. Myers, Indianapolis, Ind.

Donald A. MacCruale, Cleveland, Ohio; Geo. M. McConkey, Ann Arbor, Mich.; Walter R. McCornack, Cleveland, Ohio; T. J. Nolan Jr., Louisville, Ky.; T. J. Nolan Sr., Louisville, Ky.; Clifford Noonan, Chicago, Ill.; Chas. M. Norton, Grand Rapids, Mich.; Chas. C. Palmer, Mishawaka, Ind.; W. W. Pearl, Grand Rapids, Mich.; Richard Philipp, Milwaukee, Wisc.; E. D. Pierre, Indianapolis, Ind.; Clyde C. Raeber, South Bend, Ind.; William H. Reid Jr., Billings, Montana; Warren L. Rindge, Grand Rapids, Mich.; E. M. Roberts, Chicago, Ill.; John Rosen, Chicago, Ill.; Walter Scholer, Lafayette, Ind.; Alfred Schnurr Jr., Sandusky, Ohio; Karl R. Schwartz, South Bend, Ind.; A. L. Seidenschwartz, Wauwatosa, Wisc.; Ray Shambleau, South Bend, Ind.; Wilbur B. Shook, Indianapolis, Ind.; H. O. Smith, Columbus, Ohio; Myrle E. Smith, Benton Harbor, Mich.; Malcolm R. Stirton, Detroit, Mich.; A. W. Strauss, Fort Wayne, Ind.

T. E. Tallmadge, Chicago, Ill.; John C. Thornton, Detroit, Mich.; Andrew Toth, South Bend, Ind.; James M. Turner, Hammond, Ind.; W. W. Turner, South Bend, Ind.; A. L. Tuttle, South Bend, Ind.; Kurt Vonnegut, Indianapolis, Ind.; Ossian P. Ward, Louisville, Ky.; Ray A. Warden, South Bend, Ind.; George C. Wright, Indianapolis, Ind.; Ralph Yeager, Terre Haute, Ind.; Ernest W. Young, South Bend, Ind.; Dick Zimmerman, Indianapolis, Ind.

PRODUCERS AND GUESTS REGISTERED AT MID-WEST CONFERENCE

Mrs. Russell Blankenbaker, South Bend, Ind.; Mrs. Clair W. Ditchy, Detroit, Mich.; Mrs. George J. Haas, Detroit, Mich.; Mrs. T. J. Nolan Jr., Louisville, Ky.; Mrs. Ralph Hammett, Ann Arbor, Mich.; Mrs. John R. Kelley, Indianapolis, Ind.; Mrs. E. D. Pierre, South Bend, Ind.; Mrs. William H. Reid Jr., Billings, Montana; Mrs. Walter Scholer, Lafayette, Ind.; Mrs. Malcolm R. Stirton, Detroit, Mich.; Mrs. H. D. Smith, Columbus, Ohio.

J. B. Blackburn, Indiana Limestone, Chicago, Ill.; J. T. Cantwell, Producers' Council, Indianapolis, Ind.; J. W. Follin, Producers' Council, New York City; C. A. Gunn, O'Brien Varnish Co., South Bend, Ind.; Robert K. Kelley, F. W. Dodge Corp., South Bend, Ind.; Robert W. Kelso, President, Citizens Housing and Planning Council, Detroit, Mich.; A. L. Nickles, Cen. Comm. Co., Chicago, Ill.; Gene O'Brien, O'Brien Varnish Co., South Bend, Ind.; G. T. O'Brien, O'Brien Varnish Co., South Bend, Ind.; Robert B. Rhoads, F. E. Gates Marble & Tile, Indianapolis, Ind.; W. S. Steenbock, Universal Cem. Co., Chicago, Ill.; John Stewart, O'Brien Varnish Co., South Bend, Ind.; P. J. Van De North, Crane Co., Wilmette, Ill.; B. F. West, Producers' Council, Indianapolis, Ind.

RESOLUTIONS ADOPTED AT MID-WEST CONFERENCE

RESOLUTION OF APPRECIATION

WHEREAS the delegates to the Mid-West Architectural Conference have been impressed and pleased by the excellent arrangements which have been made for their comfort and entertainment during the conference, and

WHEREAS we are deeply indebted to certain organizations and individuals for their contributions to a most interesting and instructive program,

NOW THEREFORE BE IT RESOLVED that we do hereby extend our most sincere appreciation to the University of Notre Dame for the use of its buildings, facilities and equipment; to the Indiana Society of Architects, the Indiana Chapter A. I. A., the Architects of South Bend, and the committee on arrangements under the chairmanship of Mr. E. D. Pierre, for the excellent program; to Mr. Leigh Hunt, State Association Representative A. I. A., Clair W. Ditchy, Director Great Lakes Region A. I. A., Mr. John Fugard, Director Illinois-Wisconsin Region A. I. A., and Mr. Vincent F. Fagan, College of Architecture of Notre Dame for their untiring efforts in bringing the conference into being; to Dr. Robert W. Kelso and Dean Walter McCornack for their profound discussion of the housing problem; and to Mr. Thomas E. Tallmadge for his illustrated lecture on the restoration of Williamsburg.

PERMANENT REGIONAL ASSOCIATION

WHEREAS, the By-Laws of the A. I. A. Chapter 4, Article 2, Section 1 provide for the organization of a Regional Association District composed of the chapters and the State Association members of the district, under the guidance of the regional director of the district; Therefore be it resolved, it is the sense of this conference that the Director Clair Ditchy of the Great Lakes Regional District and John Fugard of the Illinois-Wisconsin Regional District take the necessary action to form a Regional Association for the respective regional districts.

Be it further resolved that it is the sense of this conference that the interests of the architects in the Great Lakes and the Illinois-Wisconsin Regional Districts are closely aligned and will be benefited by opportunities to discuss mutual problems; Therefore we advise the Regional Directors to plan future meetings of the proposed Regional Associations.

WHEREAS, we observe that building progress is being seriously hampered throughout the entire country in varying degrees according to location, and

WHEREAS, this situation is contrary to the public good and it is within the power of the people to remedy, and

TO REMEDY CERTAIN EVILS

WHEREAS, the architects being in a position to observe the enormity of the damage caused can properly call attention to these conditions. Therefore be it and it is hereby

RESOLVED; THAT IT BE RECORDED AS THE SENSE OF THIS MEETING THAT ALL ARCHITECTS BE URGED TO COURAGEOUSLY ALIGN THEMSELVES AGAINST THE FOLLOWING HARMFUL CONDITIONS AND/OR PRACTICES.

1. The existing and/or contemplated regulations and laws of State and Local governing bodies requiring unnecessary and illogical work of various building trades, causing unjustifiable construction cost.

2. Provisions of building workers organizations requiring unnecessary, illogical, and expensive methods of procedure.

3. Practices of the various interest in the building material field which bring forces to bear on the makers of local and state building laws and/or regulations, to discriminate in their favor and against the interest of the public, thereby causing unnecessary and illogical expense in building.

Be it further

RESOLVED; THAT THIS MEETING RECOMMENDS TO ALL ARCHITECTS AND ARCHITECTURAL ORGANIZATIONS THE USE OF CAREFULLY PLANNED PUBLICITY TO COMBAT AND REMEDY THIS CONDITION.

HOUSING STUDY

Recognizing as fundamental that every man has a proper right to establish a home amid decent environments and to a reasonably safe place to invest his savings we note;

1. That considerable time has been spent in the study of this problem without appreciable results, due to the fact that the studies which have been made were made by either inadequately financed volunteer workers or government bureaus that were interested in only isolated phases of the problem.

2. That we further observe that there has been a definite change in the social order introducing new factors not previously recognized and which require a new study of the basic principles of housing and

stable housing investments, taking into consideration the factors available at present. Now Therefore

Be it resolved that this group enthusiastically recommends that all architects and architectural organizations concentrate on an effort to obtain a comprehensive study and analysis by an architectural commission of all conditions affecting housing, and the socialized results thereof; and further, that a source of financing such a commission be sought and that this commission be called upon to expose facts and make recommendations complete in scope, designed to rectify improper prevailing practices and conditions.

UNIFICATION

RESOLVED; THAT IT IS THE SENSE OF THIS MEETING THAT ALL STATE SOCIETIES BE URGED TO AFFILIATE WITH THE AMERICAN INSTITUTE OF ARCHITECTS AS STATE SOCIETY MEMBERS TO THE END THAT NATIONAL UNITY OF THE ARCHITECTURAL PROFESSION BE ATTAINED.

THE TEST OF TIME

The energetic Plan Commission of La Grange, Illinois—a garden suburb of 11,000 west of Chicago—is waging an aggressive fight against obsolescence in building design in its business district. Observing that even the best maintenance cannot always prevent a building from becoming undesirable business property if its architecture is too awful, the Commission is endeavoring to develop a harmonious plan for the entire business district based on architectural motifs which have stood the test of time.

To obtain ideas to guide it in selecting the best possible design, the Commission is offering a \$100 cash prize for the best sketch submitted in a contest open to all who feel they have an idea that might be helpful. After the contest, all designs which the Commission feel have merit will be used to work out a final plan of development which will serve as a guide whenever remodeling or building projects are being considered.

"We have found that one building which has stood the test of time is the Town Hall," says E. J. F. Young, chairman of the Commission, "and the reason for this, we think, is that this building is of Colonial design which has remained in good taste, while many other buildings, modish in their day, have become definitely dated. We hope to get a design for the entire district which, instead of following the jazz trends in architecture, will adhere to more enduring patterns.

"In the three-quarters of a century that La Grange has existed the business area has grown like Topsy. With a definite plan available, the Commission hopes to shape the future of the district by being in a position to say, 'Here is our idea of an enduring design for this whole area, Mr. Property Owner. You will have a more permanent investment if you can adapt your building to fit into this design because you will be eliminating the hazards of architectural obsolescence. You will have a more profitable investment because a shopping center of pleasing eyeappeal will attract customers. The value of property in the village should increase because such a shopping center should attract home buyers who want to live in such a community, and are willing to pay a premium to do so.'"

—Freehold, The Magazine of Real Estate

CITY OF DETROIT

Department of Buildings & Safety Engineering

DRAINAGE SYSTEMS

On the facing page are two plans, each of which represents a typical acceptable system of underground drainage for the basement of a home.

I. One of these tracings, (A), shows an ordinary drainage installation with the vitrified crock line carrying the roof water, the footing, and seepage drains. The sanitary drainage is extra heavy cast iron. In this system double house traps are used. The major change in this system, as indicated by this drawing, is the omission of the footing drains on the inside of the footings, and that the exterior seepage lines are connected through the mid point of each wall.

II The other tracing, (B), indicates an innovation

in so far as Detroit is concerned, and is the result of requests for a drainage system which would better withstand the infiltration of roots and which would also withstand hydrostatic pressures which might be built up in the line, due to back water.

The single cast iron main drain is led through the building into which all drainage is connected. If the soil stack through the roof terminates not less than 10' from an adjacent side lot line, the house trap may be omitted. If a cast iron building sewer is used, it may be 4" extra heavy, providing the combine roof area and sanitary fixture discharge does not exceed the capacity of a 4" line.

If the house trap is omitted, the conductor shall be individually trapped, the seepage line shall be led to a common point, and discharged into a sump which serves as a trap, or through a running trap with a cleanout through the floor.

It is desirable that all basement fixtures and the seepage discharge be led into a main drain through a 'Y' branch and, furthermore, that no stacks or conductors discharge into this 'Y' branch.

The reason for the above recommendations is that in localities where gorged sewers and back water are hazards, an acceptable back water device may be installed in the branch carrying the basement fixtures and seepage lines, and thus provide the basement with protection by means of a single device.

Should the enclosed tracings be of use to you, we would appreciate their return as soon as you are through with them.

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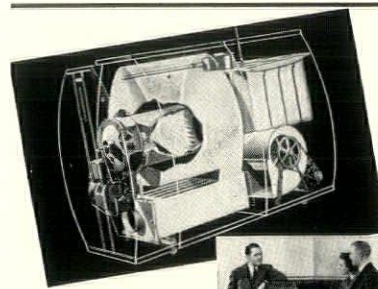
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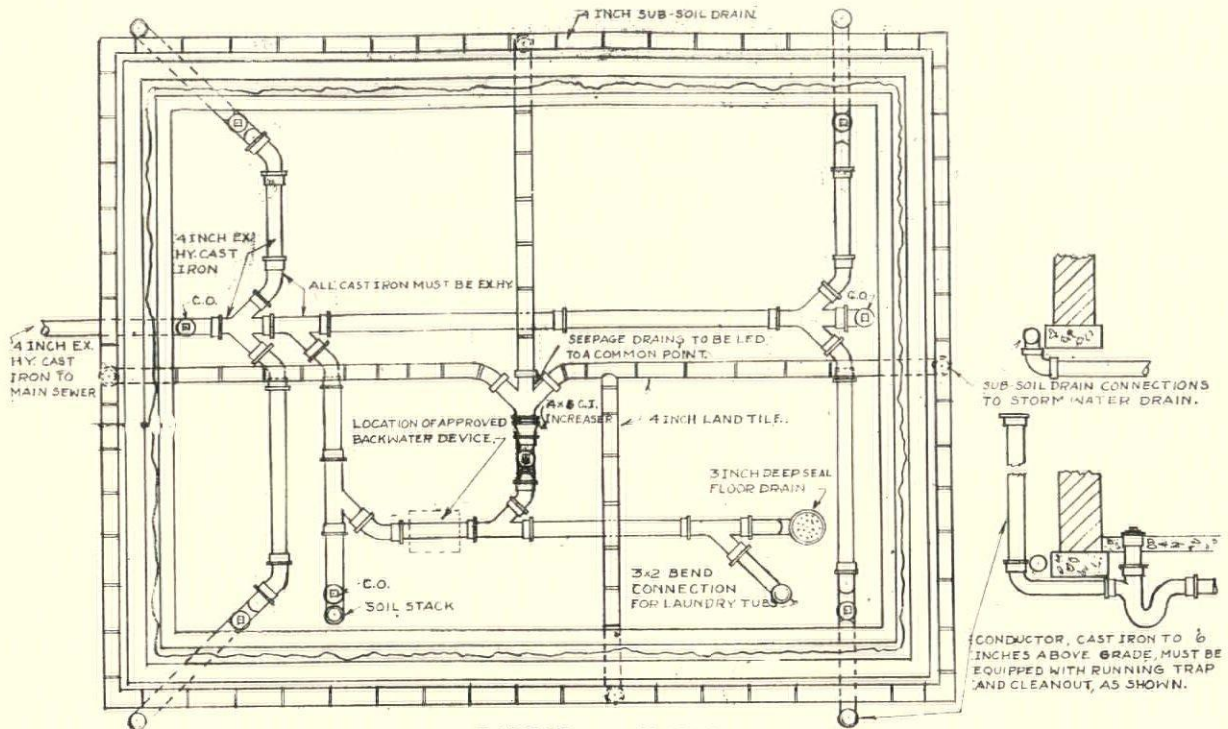
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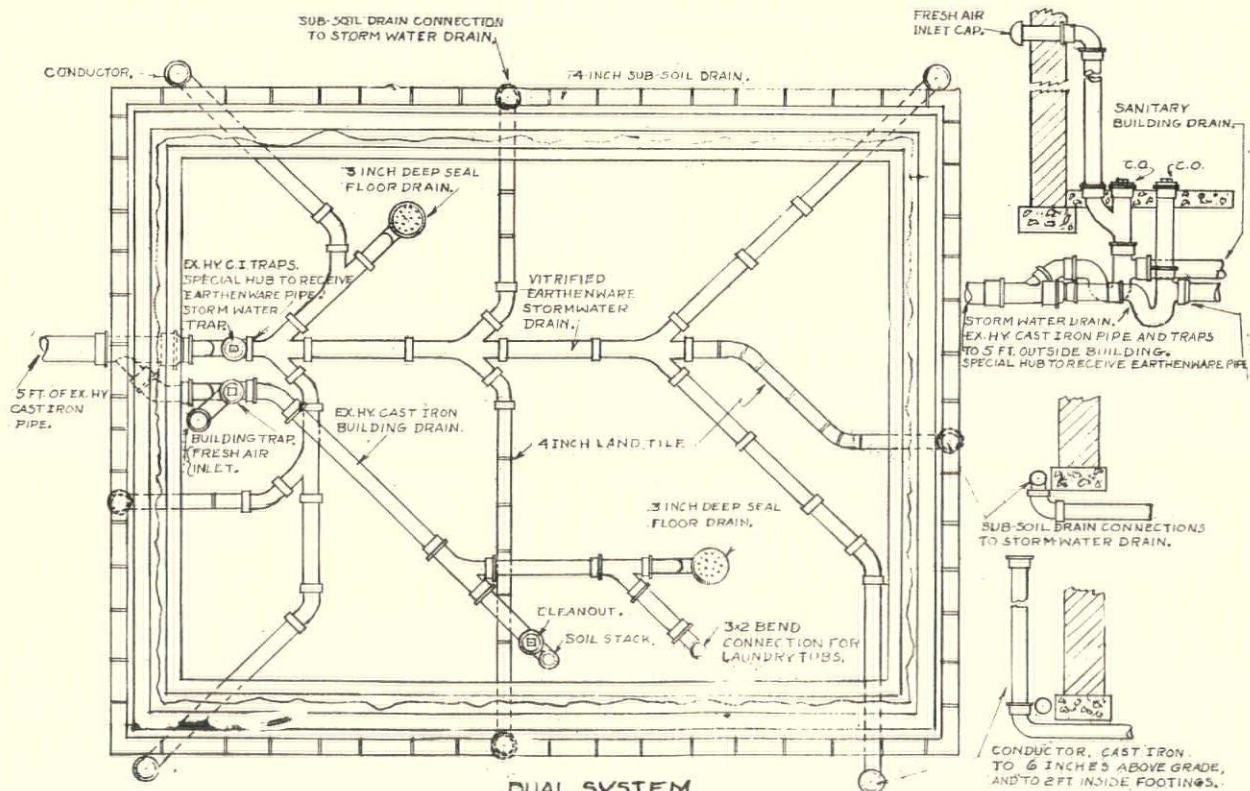
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LIGHT SHED ON 1½ STORY HOUSE

The Michigan Society of Architects has suggested to the Mayor, that the definition for a story-and-a-half house should be any house which normally resembles a one-story house but has rooms on the second floor, which area on the second floor should be one-half the area of the first floor and should have half its area, with a full ceiling height with a minimum side wall height of five feet.

In no place in Dearborn's building code is the story and a half house defined. The council will take the definition under advisement. Mayor Carey has appointed a committee to study the problem. Councilman Clarence Doyle will present an amendment to the building code, defining a 1½ story house next Tuesday.

—Dearborn Independent

MARY CHASE STRATTON writes: "I miss the Bulletin so very much with its items of Architectural interest, as well as knowing what "the boys" are doing, will you please let me become a subscriber? Enclosed is one dollar."

Mary Chase is most pleasantly remembered by her many friends in the profession, who regret very much that they do not have the opportunity of seeing her as often as in former years. As a real artist in her own name and director of Pewabic Potteries, she has always had a keen interest in architecture.

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ARCHITECTS' REPORTS

AGREE, CHAS. N., 1140 Book Tower.

Also plans for 2-story Doctors' Clinic, Fort St. Vis-
gar Ave.

Prep. plans, housing development, 404 Apts. Mac-
kenzie Manor Housing Corp., owners.

2-story and basement mercantile bldg., Ann Arbor,
Mich. Bids closed.

3-story and basement Apt. Bldg., Jeff Ave., Belvidere
Land Co., 24 units, Iroquois & Jefferson Aves. Bids
closed.

Prep. plans for store bldg., Houston Ave. & Hayes.
Fig. on Apt. Bldg., East Jeff. & St. Jean. Closed.

Prep. plans for 2-story & basement Add. Federal
Stores, Gratiot at 7 Mile Rd.

Prep. plans for Commercial Bldg. & 2000 seat
Theatre—McNichols & Myers Rd.

BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit.
Plans completed, remodeling Majestic Theater, Wy-
andotte. Bids by invitation only, due July 17th.

Completed plans, summer residence for Michael
Major Annis.

Elect. wk., Res., Myrta La Chance, Washington,
Mich. let to Jack Frost.

DAVERMAN, J. & G. CO., Grand Rapids—

Prep. plans, parish house, Legrave Ave., Christian
Reformed Church, G. R., \$50,000.

DES ROSIERS, ARTHUR, 1414 Maccabees Bldg.

Resurrection Aud. & High School, Lansing, Mich.
Contract let to A. R. Foster Co.

Church, Ubley, Mich. Taking fig.

DIEHL, GEORGE, 120 Madison Avenue

Church, Argyle, Mich., closed. Catholic Central High
School. Fig. closed.

HERMAN, ALOYS FRANK, 710 Owen Bldg.

Bids closed—Immaculate Conception Ukrainian
Church.

HYDE & WILLIAMS, 318 Woodward Blvd. Bldg. Alt.
to Res. Romeo, let to Peter Kockyx.

KEYES, HUGH T., 747 Free Press Bldg.

Res. for B. E. Hutchinson—Bids closed.

ODELL, H. AUGUSTUS, 904 Marquette Bldg.—

Prep. plans, store bldg., for Mr. H. W. Leach, 96x
100, south side of Fort between Dragoon & Murray.

Face brick, metal and plate glass front, Terrazzo
entries, wall board ceiling, gas unit heaters.

STAHL, JNO & CO., 820 Francis Palms Bldg.

Prep. sketches for add. to factory bldg.—2 stories.

TILDS, PAUL, 602 Hoffman Bldg.

Prep. plans for Res. 25x43.

Taking fig. on store bldg., Junction Ave.

WIEDMAIER & GAY, Cherry 7567

Taking fig. on market bldg., 7 Mile & Gratiot. Also
4 stores, Pontiac, Mich. Res. Fairfield & Thatcher—

Taking figures about June 22.

WEST, ROBT. J., 512 United Artists Bldg., Detroit—

Prep. plans for an alter, for a 4-sty. bldg., cafet-
eria, restaurant and 2 stores.

Taking figs. 3 stores in Gr. Pte.

WRIGHT & ROGVOY, 418 Fox Bldg.

Taking figures: Front & Lobby—Grand Theatre—
Highland Park; Res. Muirland Ave. J. Albert, owner.

CAFE

The Liberty National Bank of New York City used to be open for business on 57th Street, just off Broad-
way. But the bank failed and now the building is
the home of Martin's Cafe. This may be a suggestive
new use for the promotion of ex-bank buildings, but
probably not. As the New Yorker puts it: "We wan-
dered in there the other night, and were pleased to
notice that in spite of the circular bar in the middle,
the five-piece colored orchestra, and the booths around
the wall, it is still, spiritually, a bank. The marble
columns with gold capitals, the high vaulted ceiling,
and the stone floor, of course, are actual souvenirs of
the old days, but the unmistakable feel of finance is
still in the air, too. The drinkers, conscious perhaps
of the ghosts of old depositors and vice-presidents,
are more decorous than they are in other bars, and
the bartenders are as quietly efficient as the tellers
used to be . . ."

—Freehold, The Magazine of Real Estate.

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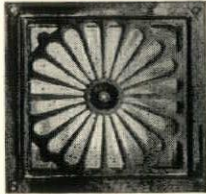
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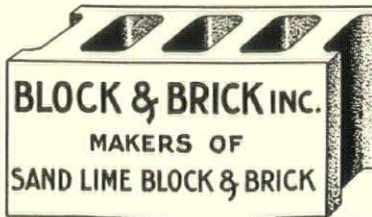
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Volume 13

DETROIT, MICHIGAN, JULY 25, 1939

No. 30

A Few Architects Starve But Don't Let It Stop You

Editor's note: Sixth in a series on opportunity for high school graduates in various fields, as revealed in a survey among leading down-river business and professional men.

From Allen Pk. Record

Those over-crowded professions again! Why do youths continue to take architectural courses in college, for instance, even after they learn that many a graduate architect is unable to make a living in his profession and that the average pay in all professions is only \$2,000 a year?

The only reason Carlton P. Campbell knows is—they like the work. And that average income now—it takes in salaries of many who earn little and shows that many more professional men earn top salaries and bring up the general average.

Campbell, who has lived in Lincoln Park for six years and who now has his own firm in Wyandotte was Great Lakes Steel corporation's company architect for five years, designed their office buildings, laboratories, restaurants and first-aid hospital, and has been in the field for 16 years.

"Every youth who can learn some sort of a profession should do it," is the 35-year-old architect's dictum. "Every one of us has a lot of general knowledge about a vast amount of things, but only a professional man has a lot of specific knowledge about a lot of things.

"Architecture is a fluctuating field. One year you're dragging it in and the next year a depression may knock the bottom out of the building business. But if you have the thorough knowledge that a professional training gives, you can get along on last year's money or enter a hundred related fields—contracting, air conditioning, real estate, building materials fields and so on. You have knowledge that's of cash value."

Since there's no time clock in professions, a man must love his work in order to be willing to put in the overtime it requires, he pointed out. "Find out what you like to do when you're young, and educate yourself to do it," is his idea.

Campbell didn't go to college but says things would have been easier for him at the start if he had. He took a correspondence course, read all he could on the subject, and broke in doing odd jobs for a Kalamazoo firm. Later he went to night school and took special professional courses.

He recommends that every youth who likes to

draw and build things spend a year in an architect's office before going to college. He has a Lincoln Park boy in his own office now and tries to keep such boys a year or so before they go on to the college and are replaced by other apprentices.

High school drawing classes—even the best of them—are useless in architecture, he believes. A general course is better, and then a good university course such as offered at U. of M., U. of D.—or better yet, Massachusetts Institute of Technology. But a year's apprenticeship first. It gives the student a better idea of what to concentrate on in college, of what he'll be up against when he graduates.

The future? Better every day, Campbell insists, especially in the Middle West, which has lagged behind the East in demanding beauty, utility and lack of waste in its building of homes and office buildings.

"As our people grow more cultured, our Midwest 'frontier architecture' is being replaced by beauty in public buildings, homes and business structures," he explained. "That means more work for architects."

Beauty and utility also are entering the low-cost housing field, with the government itself leading the way by employing more architects each year to draft new and better home styles, Campbell said. Since the national housing shortage has reached record proportions, here too is a good omen for the future.

America has led in the post-war development of new types of architecture, he declared—contrary to the popular belief that the new "functional" styles originated in Europe.

"A truly American design is one that looks first to the use to which the structure will be put and then to the creating of a front for it," he said. "All former types of architecture except possibly the Colonial stressed the outside first, and then tried to fit the interior into the scheme."

Because it is practical and frugal, the American Colonial style has become the basis for over half of today's so-called modern types of home architecture, he said. Development of steel and reinforced concrete,

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GEDDES, THE UNORTHODOX, LED ORTHODOX BOYHOOD EXISTENCE

From The Detroit Free Press

Back in 1907 a fourteen-year-old boy got himself expelled from school for caricaturing his principal—an act and an outcome by no means original.

In so far as the records show, though, that was about the last unoriginal thing the boy did. He grew up to be Norman Bel Geddes, one of Michigan's most noted sons and a byword wherever people talk about creative art.

Geddes was born in Adrian in 1893, the son of Clifton Geddes, who ran a livery stable, and his brilliant wife, Lulu Yingling. His grandfather, also Norman Geddes, had served as a circuit judge for Lenawee County and for many years was president of the board of Adrian College.

Returned in 1936

When Geddes was four his family left Adrian and he did not revisit the place of his birth for 39 years. When he did so, in 1936, it was to receive an honorary degree from Adrian College.

Following his expulsion from school, Norman Geddes decided that he would acquire self education and at the same time develop his talent for art. For six months he studied in art schools in Cleveland and Chicago, but again decided that he could learn things better than others could teach him.

His faith in himself was vindicated and he became moderately successful as a painter of celebrities. In 1914 he came to Detroit to work with the Apple-Campbell commercial art studio, one of whose partners was Harvey Campbell, today's vice president and and secretary of the Detroit Board of Commerce.

Worked at Home

When the day's work was over, Geddes experimented at home with ideas which were later to bring him nationwide fame. He was interested primarily in theatrical development and was constantly experimenting with new ideas in stage sets and lighting effects. He haunted the backstages of Detroit theaters and was even permitted once to experiment in a theater here. However, when his lighting effects caused a short circuit he was summarily ejected and told not to return.

Commercial art, however, was not for him, and he resigned his job in Detroit to go to California. In 1916 he designed the sets for a play entitled "Nju" at the Little Theater in Los Angeles. This set, together with other specimens of his work, attracted the attention of the late Otto Kahn, then guiding spirit of the destinies of the Metropolitan Opera Co.

Kahn took him to New York where he began designing stage sets and lighting effects with constantly increasing fame, until today there is scarcely a single large theatrical production with which he is not associated.

Acquires the Bel

During his designing career he had married Helen Belle Schneider. They had met when she was a saleswoman with the Apple-Campbell firm. Their partnership led him to incorporate the Bel in his name, and, although he married again later, he has retained the Bel.

In 1927, Geddes designed a plan for improving shop windows. It was but a short step from this into industrial designing and soon Geddes was inundated with requests from manufacturers of automobiles, furniture and many other items to submit designs to beautify their products.

For years he had dreamed of streamlined cars and

trains. Today he is seeing his dreams crystallized into realities. The name of Norman Bel Geddes is closely associated with the New York World's Fair by virtue of the General Motors exhibit there. He designed the buildings and the Futurama showing the city and town of tomorrow.

The principal feature of the exhibit, long a dream of Geddes is his version of national superhighways of the future. Geddes' idea is that we should be able to travel from coast to coast by automobile in 23 hours in perfect safety.

Traffic lanes separated by three-foot walls, curve outward and upward from the roadbed. When at 70 miles an hour a driver veers close to the edge of the road, the concave will turn him back to safety automatically.

At night no headlights will be lighted. On the pavement, ahead of the car and moving at the car's speed, will be a flat sheet of light. This light would come from tubes on the tops of the walls so as to shine only on the pavement, under radio control, for 400 feet ahead of the car.

Radio gadgets are incorporated to warn drivers when they approach too near to the car ahead. There are no stops and no bottle necks along the road. Traffic is to be monitored by officers in signal towers every 10 miles.

This is the ultimate dream of the Adrian boy who was expelled for a caricature and who found his own level in his own way.

CODE OF ETHICS FOR CONSTRUCTION INDUSTRY

(Adopted by New York Building Congress)

THE ARCHITECT AND ENGINEER—ARTICLE 5

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SECTION B—To require a contractor to perform for him any part of the service which is generally recognized as the Architect's or Engineer's work.

SECTION C—To cover possible oversights or errors by indefinite clauses in contract or specifications.

SECTION D—To withhold certificates for payment when properly due under a contract.

SECTION E—To engage in the building trades.

CAMPBELL—(Continued from page 1)

of course, made possible the skyscrapers—another American contribution.

As far back as 1908 Frank Lloyd Wright and Louis Sullivan, noted American architects, were creating designs as modern as those of today. European students saw their value, copied them—and American architects then went to Europe and brought back the same ideas in that round-about fashion.

Today's popular home styles are based on Early American Colonial, Georgian, Greek Revival and Gothic, he added, while in the public and commercial fields the Classical Renaissance and Gothic predominated.

"We've modernized them all, however," he added, "and their influence is being felt in other fields—even in furniture, automobiles and typewriters."

Campbell designed the recently completed central fire station in Wyandotte, the Roosevelt high school fieldhouse, the Ecorse and Wyandotte Salvation Army citadels and has remodeled or designed buildings for Affholter creamery, Federal Savings & Loan company of Wyandotte and the Mehlhose company.

IN THE GREAT TRADITION

Editor's Note: A pilgrimage to Christ Church, Cranbrook, is one of the most rewarding ways to entertain a guest from another city, or to enrich an afternoon for one's self.

The church is so rich in treasure that the observer will profit greatly by explanation and comment. This enlightening discussion of the church is printed for visitors who wish to start out with some special information, even though they may buy a guide book later for more leisurely perusal.

By E. L. McCOLGIN

(From The Detroit News)

The vast and magnificent churches of Mexico and Quebec serve to remind American tourists that we in this country have not done so much by way of church building in the great tradition.

Overseas visitors come to America to see Niagara Falls, the Grand Canyon, and automobile factories rather than churches, because we have so few specimens upon which art and craftsmanship have been combined in structures after the European pattern.

Christ Church, Cranbrook, in Bloomfield Hills, however, had it been erected in the gay, but church-conscious nineties, would have ranked as a national religious monument with Trinity Church, Boston, where St. Gaudens' statue of Philips Brooks proclaims the surrender of Puritanism to beauty and richness in churchly architecture.

Thus, if Detroiters and other midwesterners are going "abroad at home" as Julian Street did a generation ago in his still fascinating book of that title, Christ Church, Cranbrook, will enable them to obtain an impression of the combined splendor of true architectural design, and craftsmanship and artistic enrichment that make the old world cathedrals glorious. And when one does make that fabulous trip abroad, a present acquaintance with Cranbrook will simplify the enchanting visits to the real cathedrals and churches that bulk so largely in history and literature.

Even though one should visit Christ Church, Cranbrook, in the most casual manner, and only inspect the narthex or lobby, one will be richly repaid by observing the tallest tapestries in the world.

These tapestries were executed in the famous Merton Abbey looms in England. Their subjects smack somewhat of the secular arguments of the present day. The South Wall subject is The Old Dispensation; and the North Wall subject is The New Dispensation.

Those who have seen the Rivera murals in the Detroit Institute of Arts, and then stirred by the hot, and now historic controversy about their merits, can obtain a comparison of them with what are perhaps the largest and most important murals in the regular religious tradition in America by visiting Christ Church, Cranbrook.

These Christ Church murals were executed in the fresco method by Katherine McEwen, of Johnson, Ariz., and required the five-year period of 1925-1930 for their completion. They cover the walls of the Sanctuary.

The murals upon the left wall depict the aggressive church, and upon the right the realm of ideas rather than action. Notably impressive are the heroic

figures of John, Mark, Peter, Andrew, Luke and Matthew upon either side of the main altar.

Thus it is refreshing that those Detroiters who have been challenged and perplexed by the Rivera murals should be able to repair to Cranbrook and there compare them with America's largest and best examples of murals in the traditional religious spirit in which the famous Old World murals were done.

The modern scenes carved upon the choir stalls recall the earthy, Chaucerian humor of the local characters and customs that were slyly introduced into the formal sculptures of the ancient Gothic cathedrals. The prize fighting scene upon one of these stalls will remind later generations that at this period Detroit derived a certain fame from the career of Joe Louis.

Other modern subjects of these finely carved choir stalls are: prohibition, big business, transportation, jazz, machinery and politics.

The visitor who fully penetrates the church will be rewarded by coming upon another splendid tapestry, and one with quite a history too. This one is in the library. The design of this tapestry was made by Sir Edward Burne-Jones, the famous British artist and contemporary of Whistler. It was intended for a stained glass window in famous Trinity Church, Boston, but finally woven into a tapestry by the Merton Looms in England, in 1902, and taken to Australia. Upon its return to Britain in 1922, the tapestry was obtained by George G. Booth, founder of Cranbrook, and presented to the church.

The huge west window of the church, above the Great Porch, is in honor to Womankind. It depicts famous women of 16 categories that range from the early martyrs and saints to actresses, such as Sarah Bernhardt and Ellen Terry.

Christ Church combines the best of modern arts and crafts with historical specimens that serve to emphasize the primary religious function of the structure.

Glastonbury Abbey is perhaps the most important shrine in Britain, and its association with the Holy Grail are known to every school child. There is a stone from Glastonbury Abbey, which was levelled to the ground by the Puritans, in the wall of the Dunstan chapel of Christ Church, near the altar. It is hard to conceive of a nobler relic of British Christendom than this time-honored stone.

Avignon, in southern France, is famous for its vast palace, which housed the popes during their exile for generations from Rome. The stone mullion that divides an aisle window in the nave of Christ Church is made from an original, 800-year-old colonette from the Church of Notre Dame des Domes in Avignon.

Amiens, in northern France, has peculiar links with England. It was here that the British army stopped the last German drive during the World War. It was here also that British resistance centered during the campaigning of Joan of Arc.

Thus it is interesting to a degree to find that the west window of the Baptistery in Christ Church, Cranbrook, is a thirteenth century original from Amiens that already was about 500 years old when Cadillac landed in Detroit.

The Consecration Banner in the working sacristy of the church was executed in the Royal School of Needlework in London.

The belfry of the church houses a 62-bell carillon that covers four complete chromatic octaves. It was the first carillon in Michigan and one of the first in the central region of the country.

KITCHEN COUNTERS MUST BE DURABLE

By Margaret Jane Suydam

From This Week

We feel much that way about the kitchen counter tops. We have four different materials in our kitchens. There is monel metal, stainless steel, linoleum and pressed wood. They've all been here for three years or more. And we've found that every one can "take it." Each one of them has a resiliency that is kind to dishes. None of them chip or crack or craze. They all show some scratches. None of them can fail to do so with us. However the scratches are fine unobtrusive ones, somewhat like, one might say, those in the finish of a fine antique.

Some people come in with very definite ideas about the comparative worth of monel metal and stainless steel. We hear that one metal dents or scratches more than the other, that one is harder to keep clean than the other. Actually in our experience we have no preference. Neither shows much wear and both demand about the same care.

The metals vary according to their composition and their finish. Either may be dull or bright. Scratches show up more on highly polished surfaces.

Both metals are alloys — that is, combinations of more than one metal. Monel combines copper, about $\frac{1}{3}$, with nickel, about $\frac{2}{3}$, and a small amount of iron. Stainless steel is a combination of iron, and chromium; some contains nickel besides.

In the past it has been thought that stainless steel tarnished less than monel and that monel was more resistant to fruit acids. Improvements in the fabrication of both metals, however, brings your choice right back to that matter of personal preference.

Whichever of the two metals you choose, look for welded, seamless construction. You'll have greater strength, a better looking job and one that has no dirt-catching cracks.

The care of these metals is no trick at all. Soap and water cleans them. Wiped with a cloth wrung out of clean water and polished with a clean dry cloth, the metal counters in the Home Institute look just as new and shining as they did when they were new three years ago.

Dear Sirs:—We have just bought a lot No. 1048 Saint Clair Haven, (at the mouth of Clinton River). I own and operate the HIGHLAND PARK CONSERVATORY of Music, have nearly 2 dozen of the finest teachers in the country. I can also furnish many of the instruments, some I even loan or rent. I would be any too glad to exchange full value to some member of your Association for drawing up the detail for our home. We have planned a cement-block house 26x42. There is no water, gas or sewer there. Our lot is 78x-150, the rear is 50' on the water. My dad being a retired builder has drawn up a floor plan. Things have changed some, we want to be up to date.

Hoping to hear from some with children who wish a musical education, I beg to remain,

Prof. & Mrs. LLOYD C. RUDY
12113 Woodward Ave.

The charm of European architecture is being enjoyed by our good friend, Louis Kamper, according to greetings he sends via a post card from Lisbon, Portugal. Friend Kamper goes to Europe every year and his many friends "back here" are delighted to know that he is so able to enjoy the good things of life.

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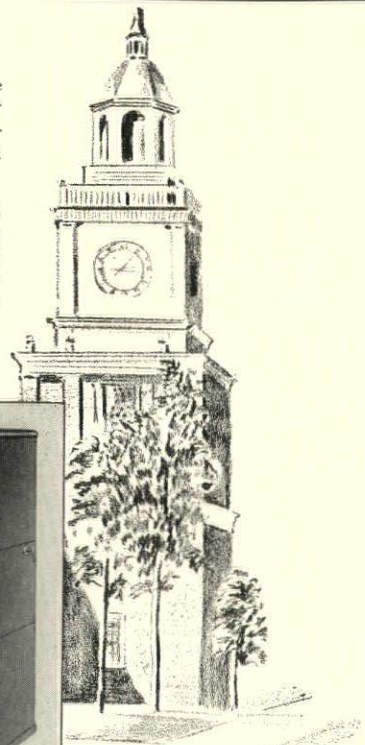
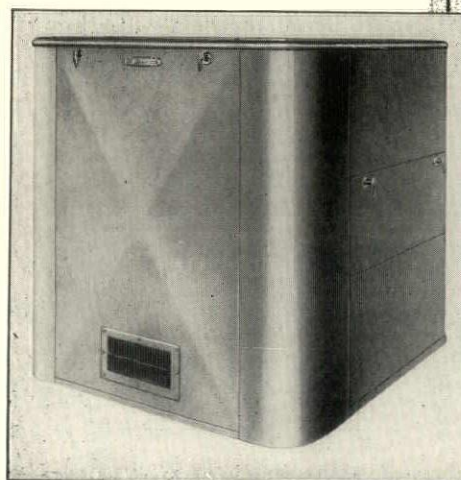
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AGREE, CHAS. N., 1140 Book Tower.

Also plans for 2-story Doctors' Clinic, Fort St. Vis-gar Ave.

Prep. plans, housing development, 404 Apts. Mac-kenzie Manor Housing Corp., owners.

2-story and basement mercantile bldg., Ann Arbor, Mich. Bids closed.

3-story and basement Apt. Bldg., Jeff Ave. Belvidere Land Co., 24 units, Iroquois & Jefferson Aves, Bids closed.

Store bldg., Houston Ave. & Hayes, Taking figures. Fig. on Apt. Bldg., East Jeff. & St. Jean. Closed.

Prep. plans for 2-story & basement Add. Federal Stores, Gratiot at 7 Mile Rd.

Prep. plans for Commercial Bldg. & 2000 seat Theatre—McNichols & Myers Rd.

BENNETT & STRAIGHT, 13526 N. Mich. Ave. Taking fig. on furniture & equipment, Dearborn Fire Station.

BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit. Plans completed, remodeling Majestic Theater, Wy-andotte. Bids closed.

DAVERMAN, J. & G. CO., Grand Rapids—Prep. plans, parish house, Legrave Ave., Christian Reformed Church, G. R., \$50,000.

DES ROSIERS, ARTHUR, 1414 Maccabees Bldg. Church, Ubley, Mich. Taking fig.

DIEHL, GEORGE, 120 Madison Avenue Catholic Central High School. Fig. closed.

GIFFELS & VALLET, Engineers.

LOUIS ROSSETTI, Architect. Office Bldg. Shakespere Co., Kalamazoo, Con. let to M. J. Billingham, Kalamazoo.

HERMAN, ALOYS FRANK, 710 Owen Bldg. Bids closed—Immaculate Conception Ukranian Church.

KEYES, HUGH T., 747 Free Press Bldg. Res. for B. E. Hutchinson, being re-planned.

O'DELL, H. AUGUSTUS, 904 Marquette Bldg.—Store bldg. for Mr. H. W. Leach, 96x100.

Con. let to R. K. Vinton Co.

MERRITT & COLE, 1111 Collingwood.

Taking fig. on Bethel Presbyterian Church.

STAHL, JNO & CO., 820 Francis Palms Bldg.

Prep. sketches for add. to factory bldg.—2 stories.

TILDS, PAUL, 602 Hoffman Bldg.

Prep. plans for Res. 25x43.

Taking fig. on store bldg., Junction Ave.

WIEDMAIER & GAY, Cherry 7567

Fig. on market bldg., 7 Mile & Gratiot closed. Also

4 stores, Pontiac, Mich. Res. Fairfield & Thatcher—

Figures closed.

WEST, ROBT. J., 512 United Artists Bldg., Detroit—

Completed plans alt. 4 sty. for Kartsen's Cafeteria

and Cafe, and 2 stores, 1548 Woodward.

Taking fig., market Fisher near Maumee.

Plans completed Serv. & Sales Bldg., Citrin & Kolb

Oil Co., Grand River and Glastonbury.

WRIGHT & ROGVOY, 418 Fox Bldg.

Taking figures: Front & Lobby—Grand Theatre—

Highland Park held over. Res. Muirland Ave. J.

Albert, owner, contract let soon.

A. I. A. CONVENTION

From announcement of plans being made for the Seventy-first Annual Convention of The American Institute of Architects in Washington on September 24 to 28 this will undoubtedly be the most important convention in the history of the Institute. Following convention there will be a visit to Williamsburg and to the New York World's Fair.

The Detroit Chapter is allowed seven delegates. The Chapter would be interested in hearing from members who are willing to serve in this capacity. It is also desirable to have a good delegation of members, in addition to delegates. The Michigan Society of Architects has one delegate. Kenneth C. Black, Society president has been chosen for the Society.

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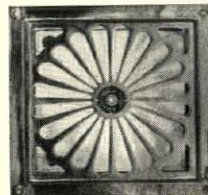
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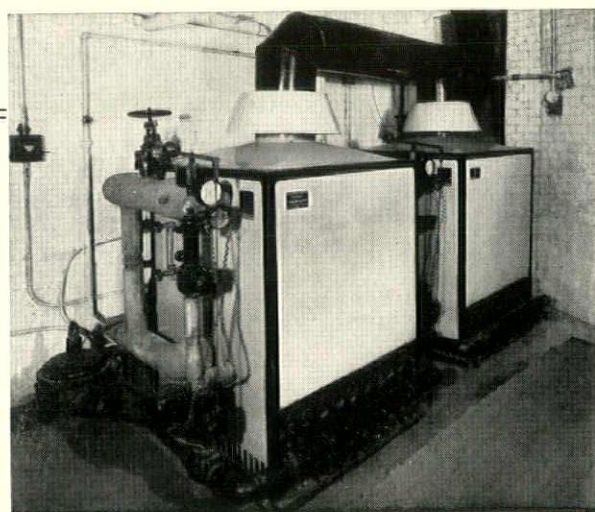
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